

AUGUST 1957

THE REPORTER OF

# Direct Mail

advertising



## CAN AN ADVERTISING AGENCY SUCCESSFULLY INTEGRATE DIRECT MAIL INTO YOUR ADVERTISING PROGRAM!

Chicago agency man, Robert F. DeLay, Account Manager of Waldie and Briggs, Inc., says yes and proves it with four case histories of how direct mail was put to work and what results were achieved. Included in his report are readership studies on each of four campaigns. Must reading.

See page 20



**WHO?...WHERE?...WHAT?...**

**YOUR DIRECT MAIL LIST IS IN THE PONTON CATALOG!**



**PONTON LISTS ARE COMPILED  
BY IBM ELECTRONIC EQUIPMENT  
FOR MORE THOROUGH COVERAGE OF  
ACCURATE LISTINGS. FULL SELECTION  
ELECTRONICALLY CONTROLLED.**

Complete from A to Z... a compendium of professions, trades, manufacturers, wholesalers, dealers, agents, income brackets, vocations, home owners, hobbies... over 12,000 alphabetically classified lists.

United States or foreign... it pin-points the list for you to find your prospects... Open new markets, or expand existing ones... find virgin research areas... even locate lost customers. Whatever your need, if the list can be compiled on the basis of available and substantial evidence, it is in the PONTON CATALOG or we will build one for you with PONTON SELECTION. The PONTON LIST guarantees comprehensive area coverage... electronic selection to eliminate human error... instantaneous compilation. When we act as your direct mail department, every detail is ours from addressing to mailing.

PONTON has available 115 million names... carefully and accurately set-up to include both individual and business names.

**PONTON**

*knows your prospects... BY NAME!*

**W. S. PONTON, Inc.**

Sales Office and Production Plant  
44 HONECK STREET, ENGLEWOOD, N. J.

Phone: ENglewood 4-5200

New York Phone:  
MUrray Hill 7-5311  
(direct connection to Englewood)



# Save up to 80% in type composition with the Friden Justowriter®



RECORDER



REPRODUCER

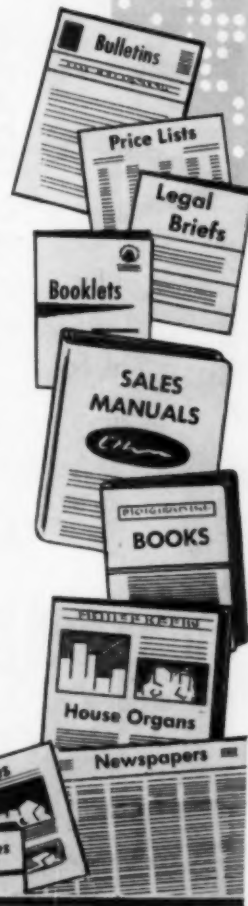
You can save by installing the Justowriter automatic tape-operated composing machine in your office. With the Justowriter it is no longer necessary to buy costly typewriter or hot metal composition. Any typist can set clean, sharp, justified (even margins) professional composition right in your office. Copy can be set directly on any duplicating master or reproduction proof paper.

This means that you can save money on every printing job, large and small. You can set justified composition for all the applications listed at the right....and many more too.

It's as simple as this: One keyboarding on the Justowriter Recorder produces visible copy and a punched paper tape. The tape operates the Justowriter Reproducer to set sharp, justified, direct image plates or reproduction proofs....automatically at 100 words per minute. Fourteen different type styles are available in sizes from 8 to 14 point. Author's alterations or changes can be made easily by duplicating the tape.

Hundreds of companies are now saving up to 80% in composition costs with the Friden Justowriter. Write today for actual cost-saving facts.

The above copy was set on the Justowriter in 10 point Book type.



Friden Calculating Machine Company, Inc.

San Leandro, California

Sales and service throughout the world

# SEN-BAK\*

"returns by the thousands"

The Sen-Bak kit gives you complete easy-to-use layout guides, expressive letters from users, and interesting samples. This kit is free for the asking, without obligation. It will be rushed to you

by return mail, so write TODAY on your company letterhead. No representatives please.



\*patent applied for

527 SIXTH STREET NW, WASHINGTON 1 DC • NA 8-5348

## THE REPORTER OF Direct Mail

advertising

224 Seventh Street, Garden City, N. Y.

Pioneer 6-1837

A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL

Volume 20, Number 4

August, 1957

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# SHORT NOTES DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

**MEDICAL DIRECT MAIL PROBLEMS:** On page 23 of last month's *Reporter* we took a "Close Look At The Physician Market" . . . via two provocative reports on medical direct mail surveys. This month on page 31 we're taking a second look . . . because problems facing pharmaceutical promotion creators seem to be building up at an alarming rate. A report of the recent American Medical Assn. Convention (issued by Cortez F. Enloe, Inc., New York) contained this shocking testimony: " . . . a statement not without significance was the one made by the chief panelist that all members of the American Medical Association should sign a pledge, 'I will waste-basket all my direct mail', and send it along with payment of their annual A.M.A. dues. He was deadly earnest." What can be done about this dangerous attitude?

□ **AMBASSADOR LETTER SERVICE** of New York is another direct mail firm following the exodus to suburbia. Bill Beattie, vice-president of Robert F. Warner, Inc. (Ambassador's oldest account) is shown here doing the ribbon-cutting honors recently . . . which officially opened Ambassador's spacious new plant in suburban Bellmore, Long



Island. Congratulating Ambassador president John Patafio, Sr. (right-center) on the new production home are Dick Huntington of *Hotel World-Review* magazine (left) and Henry Hoke, Jr. of *The Reporter* (right). While all production has been moved to 2050 Bellmore Ave., Bellmore, Ambassador will keep its sales facilities at 11 Stone St., N.Y.C. During the dedication cocktail party and tour, John Patafio said the 35-year old firm's

new aim for the future will be toward long-range planning and handling of multi-piece direct mail programs.

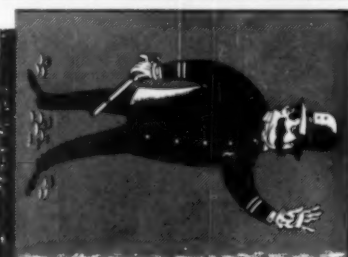
□ **A SERIOUS SITUATION** still persists concerning this proposed Post Office Department order which would require all users of second class and bulk mail to bundle their mail by Postal Zone. If the regulation goes into effect October 1st as scheduled, all list owners and all 237,000 holders of bulk mail permits will be in serious trouble trying to comply. If you don't know what it's all about, get in touch at once with both the Direct Mail Advertising Association (3 E. 57th St., N. Y. 22, N. Y.) and Associated Third Class Mail Users (1406 G Street, N. W., Washington 5, D. C.) Both can send bulletins and briefs which explain the mess in detail. The Post Office believes it can save \$5,000,000 by forcing mailers to tackle this additional sorting. But it'll cost PO much more to just print and distribute 106 Postal Zone Directories (for each of 106 cities now under zoning system) to each of the 27,000 permit holders. And that's only the beginning. I think we're all interested in helping the Post Office provide better service. And zoning does speed up the mail. But it'll never in the world work until the entire general public is sold that the zone number is just as important to his address as the fifth digit is to his dial telephone. A broad campaign to the public over a period of years is the only sensible way, not a rash order of crippling dimensions.

□ **DURING ALL THE CONTROVERSY** over "junk mail" and the propaganda for increased rates on third class mail . . . we wish there was some way for members of Congress to become educated on some of the wonderful things going through the mail (under third class). We think some of their ideas about "junk mail" would be changed if they could see examples of the informational and educational house magazines which are being produced by some of America's leading business institutions.

# Elliott ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge 39, Mass.



New two-color ad cards for more profitable direct mail  
**Get FREE SAMPLES of "LONGIES"**

These new 4 x 10 inch ad cards will give you more effective mailers for less money. Use as self-mailer or trim slightly to fit your No. 10 envelopes. You imprint your message by letterpress, offset, multigraph or mimeograph. Choose from 40 different designs—announcers, town criers, moving, change of phone number, vacation closing, etc.—in five different two-color combinations. This ad is a miniature of Longie card No. L-170. Write for your free samples and prices today.

Harry Volk Jr. Art Studio, Pleasantville 24, New Jersey

**Neutrancel: the newest reason why Hammermill Bond prints better, types better, looks better**



**For the sweetest letters you ever signed,  
use Hammermill Bond—now with  
hardwood's finer fibers**

**W**HETHER your next letter is a warm word of thanks for a hurried delivery, or a sales letter to promote a new item, if it's on new Hammermill Bond we think you'll agree it's the sweetest business message you ever signed.

Now—with a new and exclusive process called "Neutrancel"—Hammermill has unlocked the superior papermaking properties nature grows in northern hardwoods to bring you fine papers with a smoother, more velvety printing, typing and writing surface.

Neutrancel's hardwood fibers blend with other quality pulps to give Hammermill Bond a clearer, more attractive formation. You can see the difference in the photo at right. And, Neutrancel® lends increased opacity and bulk to new Hammermill Bond. Your letters not only have a more important look, they also gain an extra, "heavy feel" that says quality paper.

Neutrancel represents a \$6,000,000 step forward in bringing you Hammermill papers that 1) print better—ask your

printer; 2) type better—ask your secretary; 3) look better—see for yourself!

Ask your printer to show you samples of the improved Hammermill Bond. Hammermill Paper Company, Erie, Pa.

*Printers everywhere use Hammermill papers. Many display this shield.*



...yet  
**HAMMERMILL  
BOND**

*with Neutrancel's finer fibers, costs no more!*

□ **THE ART OF THE PRINTER** is a beautiful booklet of type design and use . . . just published by The E. B. Eddy Company (Fine & Specialty Papers Div.), Ottawa, Canada. Written by Carl Dair, the booklet shows the proper use of different types and points out the importance of their personalities for desired effects. Type specimens are visually dramatized in a run-of-the-book series of gate-fold pages. This booklet should be an inspiration to many printers . . . and anyone else who works with type.



□ **THE WOLF ENVELOPE CO.** (publishers of that wonderful house magazine, *The Wolf Magazine of Letters*) is expanding again. President Alan Littman tells us that they have just purchased the Peck Engraving Co. of Cleveland . . . a 45-year-old company nationally known for production of wonderful letterheads. Peck will become a division of Wolf Envelope Co., with Charles J. Peck as president and general manager. The Wolf Company of Cleveland is the parent of two other concerns, both of Detroit. They are Wolf Detroit Envelope Co. and Cadillac Lithographing Co.



□ **THAT WAS A GOOD STORY** in the May 1957 issue of *New England Printer and Lithographer* . . . about the growth of Hub Mail Advertising Service, Inc. (1000 Washington St., Boston, Mass.). Gives a fascinating account of how Bill and Walter Bernheimer and Mel Rivkind pushed through the idea of having a telephone number which could be dialed by their name, H-U-B-M-A-I-L. That simple idea sparked a chain of events which has made Hub Mail nationally known. If you missed the article, write to Bill Bernheimer, Jr., for a reprint. Worth reading.



□ **A BRILLIANT RED LETTER** was used by the Annandale Volunteer Fire Department of Annandale, Va., to raise funds for local needs. Letterhead and typing is processed in red ink. Understand it was very effective. Also understand that Larry Brettner of American Aviation Publications, Washington 5, D. C., had something to do with the preparation.



□ **A NOVEL IDEA** reached our desk from London, England. Douglas Marshall, 93 Broadwalk Court, Palace Gardens Terrace, London, W. 8, sent us a mailing piece received by his wife from Pontings . . . one of London's low-price stores. The 4½" x 10¾" carrying envelope for the sale circular is really an order blank. Instructions on the back of the envelope tell the recipient how

to slit along two sides of the envelope. When opened, an order blank is printed on the entire inside surface. Don't know how our American manufacturers would like this idea . . . because it might complicate manufacturing processes. But someone might like to try it over here.



□ **THE FINANCIAL PUBLIC RELATIONS ASSN.**, 231 S. LaSalle St., Chicago 4, Ill., recently published two reports from their Research Committee. These reports analyze the advertising expenditures of commercial banks to show how much is spent for advertising. Out of 365 banks reporting, 88.2% said they used direct mail. The national average showed 8.3% of the banks' advertising budgets channeled into direct mail. This percentage varied between the various groups which are separated according to total deposit classifications. Highest percentage for direct mail was 10.5% in group one, labeled one to five million.



□ **THERE SEEMS TO BE SOME CONFUSION** over a recent postal regulation which allows certain types of third class mail to be sealed. Some of our friends, particularly envelope manufacturers, are worried that in the future postal clerks may not be able to identify or separate between first and third class matter. But we believe it will all work out in the wash eventually. The regulation now provides that you may seal third class envelopes larger than 5" x 11½". But by sealing and mailing at third class rates, you automatically give the Post Office permission to open the envelopes for postal inspection. There is nothing in the present regulation which provides for marking these third class envelopes. The postal clerks will have to identify them from the postage or permit affixed. We believe it will become increasingly important for everyone to mark their largesize, first class envelopes in some prominent fashion, "first class mail" . . . or use one of the new first class designs originated several years ago by the United States Envelope Company. The design was approved by the Post Office Department.



□ **WORTH APPLAUDING.** For a number of years in the past, the members of the National Council of Mailing List Brokers have staged a big party on the night before the DMAA convention opens. To this party, the list brokers invite all of their valuable customers. The list brokers pick up the tab for the cost of the dinner and entertainment. We've



## TIE IT better, faster by machine

"Bunn Tying Machines 'a necessity' for large mailings," says Donald Walters, Pres., American Advertising Service

"Sometimes it is necessary to quote on mailings of up to one-half million pieces," reports Mr. Walters, who heads this Cincinnati direct mail firm. "Without our Bunn Tying Machines, it would be impossible for us to quote on a job that size . . . let alone accept it if offered. Truly, Bunn Machines are a very important and integral part of our mailing operations."

Tying out huge quantities of mail . . . quickly . . . is simple and economical with Bunn Package Tying Machines. Each wrap and tie of the strong twine is made in 1½ seconds . . . or less . . . never too tight, never too loose. Bunn Machines adjust automatically to any size or shape . . . tie the smallest commercial envelope or the largest catalog type. The slip-proof Bunn knot . . . which can't come undone . . . is approved by postmasters everywhere. Operation of Bunn Machines is fatigue-less, simple . . . beginners immediately do as much work as 5 to 10 experienced hand-tyers.

# BUNN

**PACKAGE  
TYING  
MACHINES**  
Since 1907

**B. H. BUNN CO.**, 7605 Vincennes Ave., Dept. RD-87, Chicago 20, Ill.  
Export Department: 10406 South Western Ave., Chicago 43, Ill.



### GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

7640

### MAIL COUPON NOW FOR MORE FACTS

**B. H. BUNN CO.**, Dept. RD-87  
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.  
☐ Please have a Bunn Tying Engineer contact me.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## A SALES PROGRAM

CUT  
TO  
FIT



## BY DIRECT MAIL

Textiles, like other goods, require sound, sensibly planned advertising to attain marketing success. For Stillwater Worsted Mills, Inc. . . basic fabric manufacturers . . . direct mail advertising created by the Hickey Murphy Division of James Gray, Inc. sews up the business.

Hickey Murphy knows who the prospects are, where to find them, and how to hit them hard with effective direct mail.

This same sales-building direct mail service can work for you. Send today for your free copy of *How To Put Action Into Your Direct Mail* — and ask to see the case history file.

the  
**HICKEY MURPHY**  
division of  
**JAMES GRAY INC.**

216 East 45th Street  
New York 17, N. Y.

Murray Hill 2-9000

just received word from Felix Tyroler, secretary of the NCOMLB, that at a recent meeting it was decided to cancel the pre-convention dinner this year in Washington. Instead, the Council has contributed \$3,000 (the average cost of the dinner) to Harry Maginnis of the Associated Third Class Mail Users to help in his great fight against postal rate increases. Since the money is going to an urgent cause . . . the customers should not object to cancellation of a free meal.



□ **REMINGTON-RAND** has introduced a new Punched Tape Typewriter. Used as an ordinary electric typewriter, it automatically translates typing to punched tape. When tape is re-fed, it automatically types out pre-recorded information at 125 words a minute. You can get complete information by writing to R-R at 315 4th Ave., New York 10, N. Y.



□ **HOBSON MILLER MACHINERY CORP.** has come out with a new rotary press designed to handle "problem" jobs. Called the Hobson Rotary 25M, its built specially to handle envelopes, imprinting brochures, folders, tab cards, etc. Hobson claims their new press can run any size envelope from 3½" x 5½" to brochures, cards, bound booklets, etc. at speeds up to 25,000 per hour. It's a big boon to shops which have to farm out unusual jobs. You can get more information by writing to the manufacturer at 280 Lafayette St., New York 12, N. Y.



□ **LOOKS LIKE PITNEY-BOWES, INC.** is going all out to help speed up mail delivery. They've just published a beautiful booklet containing **29 Timely Mailing Tips** to help business mailers get their mail out faster. 12 illustrated pages covers hints for handling regular daily mail, parcel post, advertising and other volume mail. Lot of good information on mail handling, regulations, etc. You can get a free copy by writing to P-B at Walnut & Pacific Sts., Stamford, Conn.



□ **2,001 HOUSEHOLD HINTS & DOLLAR STRETCHERS**, a tremendously popular premium book back in the forties, has been reprinted by Institute For Business Research, a Div. of Keller Crescent Co., 20-28 E. Riverside Dr., Evansville 8, Ind. Written by Michael Gore, **2,001 Household Hints** contains just about everything a housewife should know . . . from how to singe pinfeathers off a chicken with a cigarette lighter, to

# EASTERN



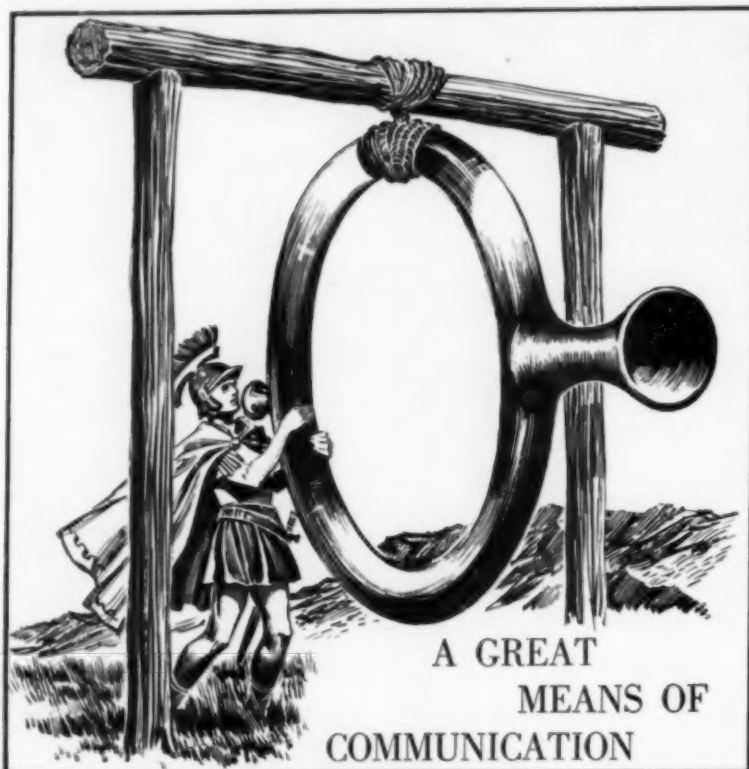
## EXCELLENCE IN FINE PAPERS

This symbol of the Eastern Corporation is your guarantee of excellence. Backed by a proud heritage founded on generations of paper making—it signifies the excellence in quality of *Atlantic* and *Manifest* business papers. This has made *Atlantic* first in sales of all genuinely watermarked bonds... and *Manifest* the leader in economy bonds.



# Atlantic Papers

PRODUCTS OF EASTERN CORPORATION, BANGOR, MAINE • MANUFACTURERS OF QUALITY PAPER AND PULP  
MILLS AT BANGOR AND LINCOLN, MAINE • SALES OFFICES: NEW YORK, BOSTON, PHILADELPHIA, CHICAGO AND ATLANTA



## ALEXANDER'S HORN

Alexander the Great roused his armies with this mighty trumpet. Today, it takes more than trumpets to stir customers into action.

Reply-O-Letter calls for action, and gets it . . . from 30% to 40% more than any other kind of direct mail.

What's more, Reply-O-Letter, the letter with a Built-In reply card, costs less. Less than a processed letter, less than a multi-graphed filled-in letter — only a scant 10% more in the mail than a printed letter. Yet it out-performs all three by a victorious margin.

What else do you get with Reply-O-Letter? You get the plus service of a creative staff of writers and artists, placed at your disposal. There is no charge for this help. But naturally, it can be offered only to those who can use direct mail in reasonable quantities.

Our new booklet, "The 3 R's of Direct Mail" is yours, free for the asking. Write today.

## REPLY-O-LETTER

7 Central Park West  
New York 23, New York



SALES OFFICES: BOSTON • CHICAGO • CLEVELAND • DETROIT • TORONTO

how to take up paint with lye water. Makes an excellent consumer promotion . . . with imprinted cover. Write to K-C for prices and sample.



□ **KROMOTYPE** is the name of a new color process developed by Monsen Typographers of Chicago . . . for use where one to twelve reproductions are desired. Excellent for comprehensive dummy preparation where it's necessary to show color just as it will appear in the finished piece. Relatively inexpensive, the Kromotype process has quality on a par with letterpress and offset. Color range includes 16 basic colors, intermixable to produce 400 colors across the entire spectrum. If you want more information on this new graphic arts development, you can get an illustrated folder from Monsen at 22 E. Illinois St., Chicago, Ill.



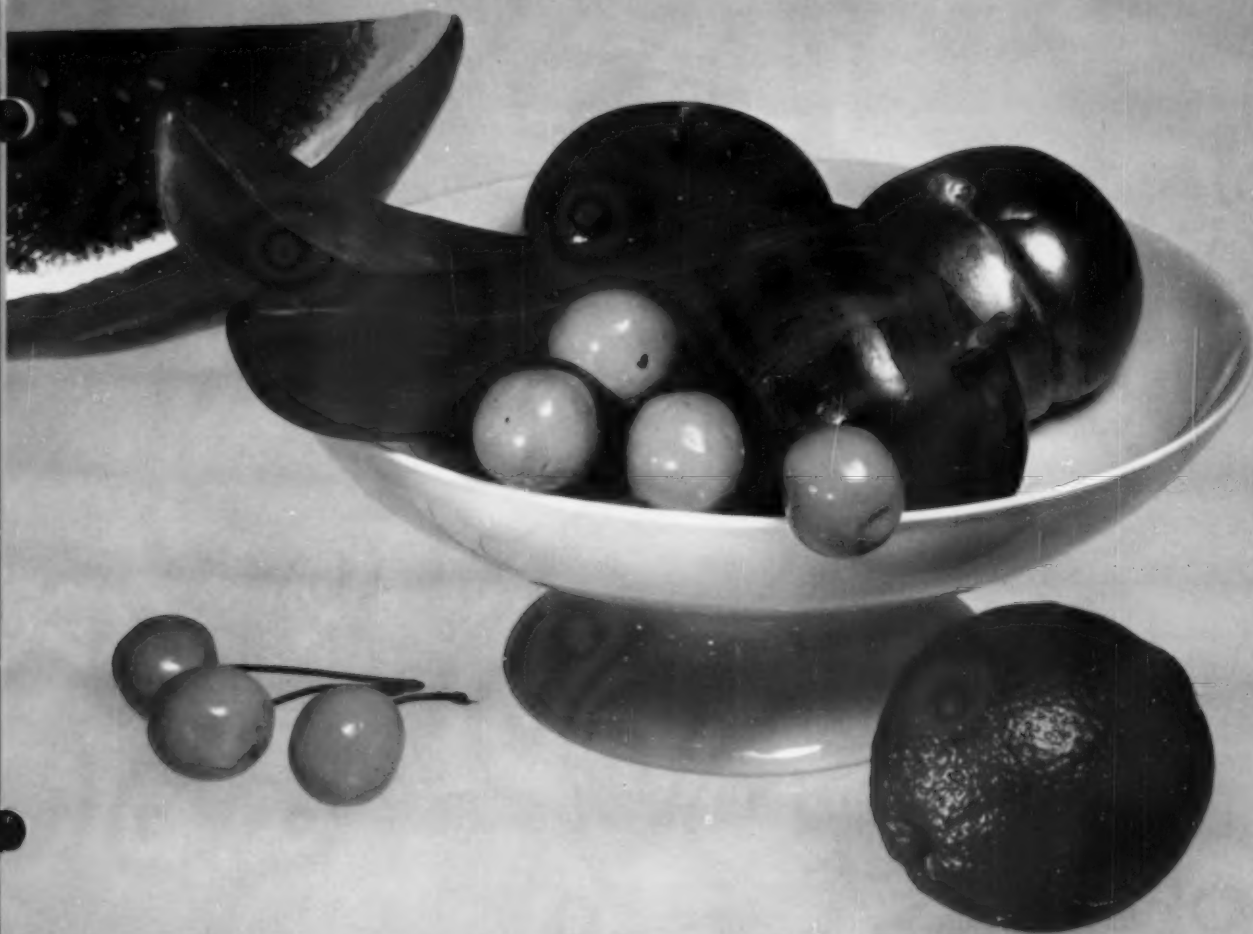
□ **RALPH C. ERSKINE**, member of the creative staff of the Buckley Organization in Philadelphia, rates double congratulations! He received the highest scholastic average in the advertising course at the Charles Morris Price School . . . then he was elected president of the Philadelphia Direct Mail Club for 1957-58. Other newly-elected PDMC officers include J. Mack Nevergole (Roland Ullman Organ.), vice-president; Mary Lou Thayer (Curtis Circulation Co.), Secretary; and Walter M. Fish (Curtis Circulation Co.), treasurer.



□ **A WHOPPING 220 PAGE TYPE DIRECTORY** has been mailed to more than 6,500 composition users in the metropolitan New York area. It's the 1957-58 edition published by 66 type houses which are members of the Typographers Assn. of New York. (an affiliate of the New York Employing Printers Assn.) The directory includes 100 more faces than appeared in the 1956 edition. Also gives copy preparation and typography economy tips. You can get a copy of this big type showcase for \$1.50 from association headquarters at 461 8th Ave., New York, N. Y.



□ **HARRY HITES, JR.**, program chairman for the 40th Annual DMAA Convention, will be wearing a new job title when he attends the conference at Washington's Sheraton Park Hotel next month. He was recently named sales director of the Washington Kiplinger Agency, where he's been a copywriter and circulation manager for eight years. He's replacing



COLOR PHOTOGRAPH BY ANTON BRUEHL

## Anybody for a *Magenta* Banana?

Probably not—and you know why: A banana is supposed to be yellow; everybody knows that. *Color identifies*—positively, immediately.

More and more, thoughtful businessmen are employing this fact in planning their business printing. HOWARD BOND, in all its twelve

clear, clean colors produces forms, letterheads and other printed items instantaneously recognizable to our color-conditioned eye. Mishandling is virtually eliminated, efficiency soars while costs dip.

And instant identification is only part of the story. Color, especially

HOWARD BOND's appetizing pastels, adds interest to the humdrum, lends genuine appeal to the thousand-and-one uses *everyone* has for bond printing. And remember this—you get a two-color effect for the single color printing price! Through your printer or paper merchant.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

# Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

Howard Writing • Howard Posting Ledger

Printed on Maxwell Offset



Basis 80—Cambera finish



*Doesn't color reproduce better on Maxwell Offset?*

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

*Printed on Maxwell Offset—Basis 80—Camberra finish*

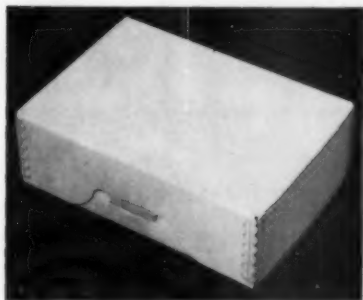
COLOR PHOTOGRAPH BY ANTON BRUENL



James Bray in the post, who is retiring after 11 years with the Agency. Another timely switch finds Guy Yoltan, formerly with McGraw Hill in New York, now with **Nation's Business** magazine in Washington as mail subscription manager. Guy will feel right at home by convention time. For more about Washington, and the DMAA convention . . . see page 35.



□ **MAIL ORDER HOUSES** and other product mailers should be interested in this new mailing box . . . which can't be tampered with until it's in the recipient's hands. Developed by National Metal Edge Box Co., the protective package is called the Double Lock Box . . .



featuring double locking tabs that can't be opened unless torn apart. Available in various sizes, Double Lock Box is ideal for mail order, pharmaceutical products, etc. You can get samples and prices by writing to National Metal Edge Box Co. at Barrington, N. J.



□ **SPEAKING OF SHIPPING IN BOXES** . . . if your product is really heavy, you'll find a lot of helpful packing and shipping ideas in a new booklet published by Hinde & Dauch. **How To Ship Heavy Products** covers subjects of cost, weight, box assembly, protection, etc. . . . and gives illustrated case histories on how a number of successful heavy-product shippers do it. You can get a copy of this pocket-size publication by writing to H&D at Sandusky, Ohio.



□ **THE "V-FLAP"** is a new style envelope created by U. S. Envelope Co. . . . directly from a roll of paper in one continuous operation. New machines cut the rolls into blanks, shapes and creases them, then gums and folds them into V-Flaps . . . at a speed three times as fast as conventional envelope making equipment. The fast production will mean a marked reduction in the cost of diagonal seam white wove envelopes, according to Eldon

V. Johnson, U. S. Envelope's president. You can get more information on the new envelope innovation by writing to the manufacturers at 21 Cypress St., Springfield, Mass.



□ **SPACE ADVERTISING REPRINTS** can be pepped up and given a distinction all their own for smart merchandising mailings. Consolidated Water Power & Paper Co., for example, had a full page ad promoting their Consolidated Enamel Printing Papers. It featured a cartooned businessman being showered with attention . . . the boss shining his shoes, secretaries lighting his cigar. Taking a plain reprint, Consolidated put a second printed sheet over it . . . with a die-cut circle to show just the businessmen's head. Copy on the overlay read: "Put Yourself In This Spot . . . Here's a success story you can take advantage of right now." The added second sheet created a slick teaser effect . . . giving a straight ad reprint merchandising distinction all its own. Try a second-sheet overlay on your next ad reprint . . . for some real action.



□ **ATTENTION ALL DIRECT MAIL CLUBS!** Kansas City Direct Mail Club members Betty Roskam (O. H. Roskam) and Stan Field (Belsaw Mfg. Co.) have come up with a spectacular DMAA Convention idea . . . which should be duplicated by every club from coast to coast! The K. C. Club will sponsor and pay all expenses for Kansas City Post Office superintendent John Funk to attend the DMAA Convention in Washington next month as the club's guest. Here's an educational effort bound to result in top notch public relations . . . and better understanding between Kansas City mailers and the P.O. (Mr. Funk's trip to Washington was approved by top postal authorities). If it's not too late, why not have your club invite a local postal official.



□ **FRASER PAPER, LTD.**, 420 Lexington Ave., New York, N. Y. has launched their new White Fra-opaque paper with a most unusual sample book. Designed in triptych format, the three-fold book does a beautiful job of showing, English and Vellum finishes. Also has a unique opacity tester. Write to Fraser at the above address and ask if they've got an extra copy.



□ **WE'VE MENTIONED** Foote & Jenks (Jackson, Mich. flavor extract manufacturers) often in this department . . . for their offbeat, attention-getting for-



## get the professional approach

. . . to your

## DIRECT MAIL



For a **FREE** roster of members of **MASA**, the professional creators and producers of **BETTER** direct mail, write to:

**mail advertising service association**

**INTERNATIONAL**

18120 James Couzens Hwy.  
Detroit 35, Michigan

## NOW! CUT POSTAGE EXPENSE!

Reduce Mail Room Labor COSTS!



## NEW MANUAL SHOWS YOU HOW!

Postal rates are going up! Stop mailing department waste. Apply modern techniques and experience to your operation. Unique manual just published reveals actual mail department procedure of hundreds of alert and profitable firms.

**Shows how successful companies:**

- Cut Postage Costs
- Train Mail Department Employees
- Mechanize Mailing Operations
- Reduce Operating Costs
- Improve Post Office Relations

Handsome gold-embossed plastic bound volume only \$6.95 postpaid. Your money back if not satisfied. Order your copy of "Mail Department Organization and Control of Postage Costs" today! Address:



**POSTAL REVIEW ASSOCIATES**

Consultants in Company Mailing Operations  
Battle Creek 4, Michigan

# "success with direct mail ?

*Sure...and one of the reasons why  
is because we consider our  
printer a part of our team."*



Like Ron Elliott, every advertising executive who has had consistently good results with direct mail advertising knows the value of calling in a good printer at the start of every campaign. Successful mailing programs are built around fresh ideas skillfully showcased and that's where your printer can help.

Today's printer is more than a craftsman. He's an idea man, too, and an expert in helping you find the most attractive and effective way to present selling ideas economically. He's a happy combination of ideas, service and skill. And to help your direct mail programs succeed, this combination is yours for the asking.

You'll like working closely with your printer. We know because we've done it for years in bringing printers the quality papers they need to serve you best — *the most complete line in the world!*

The Mead Corporation, Dayton 2, Ohio.

Sales Offices: Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio • New York • Chicago • Boston • Philadelphia • Atlanta



RONALD J. ELLIOTT

Executive Vice President  
Switzer Brothers, Inc.  
Originators and Manufacturers of  
DAY-GLO® fluorescent colors.

mats. But their latest promotion is a triumph in triangles that makes one of the best uses of picture window envelopes we've seen. The piece itself was an odd-fold triangle shape . . . to promote what F&J calls "Triangular Testing" (product comparison). Headline words "Try Triangular Testing" were framed in three large picture windows on the back of the envelope. The effect was sensational!



□ **PLAYBOY** magazine is playing their big October "Jazz Poll" issue to the hilt. The entertainment magazine for men is preprinting October hi-fi equipment, phonograph record and related merchandise ads in a booklet titled "A Guide to Hi-Fidelity." Merchandising booklet will be mailed to 21,109 readers who voted in **Playboy's** First Annual Jazz Poll last year. It will also go to 3,000 music and record stores with a postage-paid reply card offering in-store merchandising material on the **Playboy** advertised items. Should be a profitable mailing for a profitable magazine.



□ **HERE'S A MOVING ANNOUNCEMENT** which really "moved" us . . . enough to devote this much space to show it to you. Original piece was a superbly printed 10" x 4 1/4" Kromekote



## PROFITABLE DIRECT MAIL SALES

### on a Silver Platter



**N**OW you can sell your product or service to the most responsive, most prosperous families in the big U.S. farm market! The entire **COUNTRY GENTLEMAN** (Better Farming) magazine list of 2,300,000 active subscribers is now available to you on a rental basis!

This is the first time in history the active, paid subscriber list of any large magazine has ever been offered for use by direct mail. The **COUNTRY GENTLEMAN** list, purchased from the publisher, contains 100% new names—unduplicated on any other list—everyone a *new* prospective customer for you. And important to you, these folks live in homes of their own—they drive automobiles of their own—they have growing children—and they are mail order buyers. Ideal prospects for your direct mail!

These families live on the farms and in the great small towns of our Nation—beyond the reach of ordinary mailing lists. When your direct mail arrives, it will not be in competition with dozens of other offers—it will be read and acted upon.

This great new list will give you volume sales in a market you've never been able to reach by direct mail before! Phone or write us **TODAY!**

mailing *Lists* INC.

n. e. cor. 40th & ludlow sts., phila. 4, pa.

EVERgreen 6-4214



## Your work is as good as your bond

Your work is sure to make a good impression on customers when your paper is Hamilton Bond.

Printed, typed and pen-and-ink impressions all stand out magnificently on the beautiful white of Hamilton Bond. Its surface is smooth and flawless. It's sturdy, stands up under heavy use, erases cleanly. And it's *genuinely* watermarked.

Hamilton Bond is, in short, everything you expect a fine bond to be. In addition to the white, it comes in 10 practical colors. Hamilton Bond is stocked by leading paper merchants everywhere.

# Hamilton Papers



**HAMILTON PAPER COMPANY**

Miquon, Pa.

Mills at Miquon, Pa., and Plainwell, Mich.  
Offices in New York, Chicago and Los Angeles

postcard. Only copy on it was a very small red type line at top: "July 1st—Reach, McClinton & Co., Inc. moves to 505 Park Ave.—PL. 1-7300." This New York agency knows its business when it comes to high fashion impression.



□ **HERE'S A HOT IDEA** for creating good public relations, and sampling your product among top prospects at the same time! The Cigar Institute of America, Inc., New York, searches the newspapers for pictures of prominent people, shown smoking a cigar. Then they send them a complimentary box of cigars



... attractively packaged in box and mailer shown here. This idea might work well for a number of other products ... maybe you can adapt it to fit yours.



□ **THERE ARE NOW 329** member agencies in the American Association of Advertising Agencies ... according to their new roster. The 1957 directory shows the agencies operate 656 offices, an increase of 43 over last year's list. Steady growth in the big agency business.



**JOHN D. MORGAN, INC.**, is a new Chicago advertising agency ... specializing in mail order and industrial accounts. John D. Morgan was formerly an account executive with Harry Schneideman, Inc. ... where he handled mail order accounts for the past 10 years. His new agency office is located at 360 Michigan Ave., Chicago 1, Ill.



**PRINTING & LITHOGRAPHY** SALES increased 12½% during the past year ... according to the 34th Annual Ratios for Better Printing Management just published by Printing Industry of America, Inc. Compiled from informa-

tion supplied by 765 PIA member plants, the report shows total sales of \$545 million ... 25% more than last year. Letterpress represented 59% of the total, offset 41%. Overall printing profits were up 7½%.



**ANOTHER GOOD USE OF AERIAL PHOTOGRAPHY:** A Short Note last month told how a real estate agent used aerial photography to good advantage (page 8, July '57 issue). Eastern Camera Exchange, a chain of photography stores on Long Island, N. Y., used the same idea ... to promote the opening of a new store in populated Levittown. They took an aerial shot showing thousands of homes in the area. Then in their monthly *Photo News* (a promotion piece mailed to thousands of customers and prospects) offered a free jumbo print of the aerial view to everyone visiting the new store. The "see your own house from the air" stunt made a terrific traffic builder.



**READY-MADE FORMAT DEPT.:** Besides other products, Amberg File & Index Co. in Kankakee, Ill., makes manila file folders. For a recent mailing to promote their entire line, Amberg simply took their 8½" x 11" manila folders and printed three-color copy and art on both sides. Folded down to a neat self mailer, the ready-made format became a slick sample of Amberg products. If you've got a product that lends itself to a ready-made mailing format ... why not try it.



**WHEN IT COMES TO CALENDARS** ... it's hard to beat the creative map series produced by Harris-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio. The printing equipment manufacturers have commissioned top artists to depict classics such as *Treasure Island*, etc., in full color illustrated maps. The fifth in their "Map of a Book" series is Dickens' *Tale of Two Cities*, graphically brought to life by artist-cartographer Everett Henry (shown at work here). It was recently mailed to more than 20,000 graphic arts firms. Brilliantly reproduced by Brown & Big-





## "We're saving a VP's salary in the mailroom!"

*"The saving is in mailing—with Pitney-Bowes' new Mail Inserting Machine.*

*It has cut costs as much as \$7.00 per thousand pieces on some mailing. Does as much work as eight girls did formerly. Shaved mailing room overtime way down, and we no longer need to hire, beg or borrow crews of clerical people. Best buy in an office machine we ever made!"*

That's a fair composite of testimonials we've received from users of the new PB Mail Inserting Machine—the Model 3100.

The "3100" gathers, nests and stuffs into envelopes as many as four assorted enclosures; closes, seals, counts and stacks envelopes at speeds up to 6,000 per hour! An optional postage meter machine hookup simultaneously provides preferred metered mail postage—first or third class.

It's the fastest inserting machine ever

made, with amazing accuracy—automatic detectors catch errors before envelopes are filled. The "3100" has had five years of actual user tests; some test models have processed more than 15 million mailings!

The "3100" is extremely versatile; can handle a wide range of sizes of envelopes and enclosures, including checks, light card stocks, end-folded bills, tabulating cards, booklets, etc. Easily controlled from one side it can be set in minutes, needs little maintenance and no skilled operator.

Even if you have only one large mailing a quarter, the "3100" will quickly pay for itself in costs and time saved, in prompter and better scheduled mailings. Permits a far wider use of the mails. Ask the nearest PB office for a free demonstration. Or send the coupon for free illustrated literature and case studies of actual savings.



### PITNEY-BOWES Mail Inserting Machine

*Made by the originators of the postage meter...world's leading maker of mailing machines. 102 branch offices with service from 302 points in U.S. and Canada.*

*Collates and nests enclosures, opens, stuffs, seals and stacks up to 6,000 envelopes per hour. Optionally imprints metered mail postage. Available in one-station to four-station models. Backed by Pitney-Bowes' service, coast to coast!*

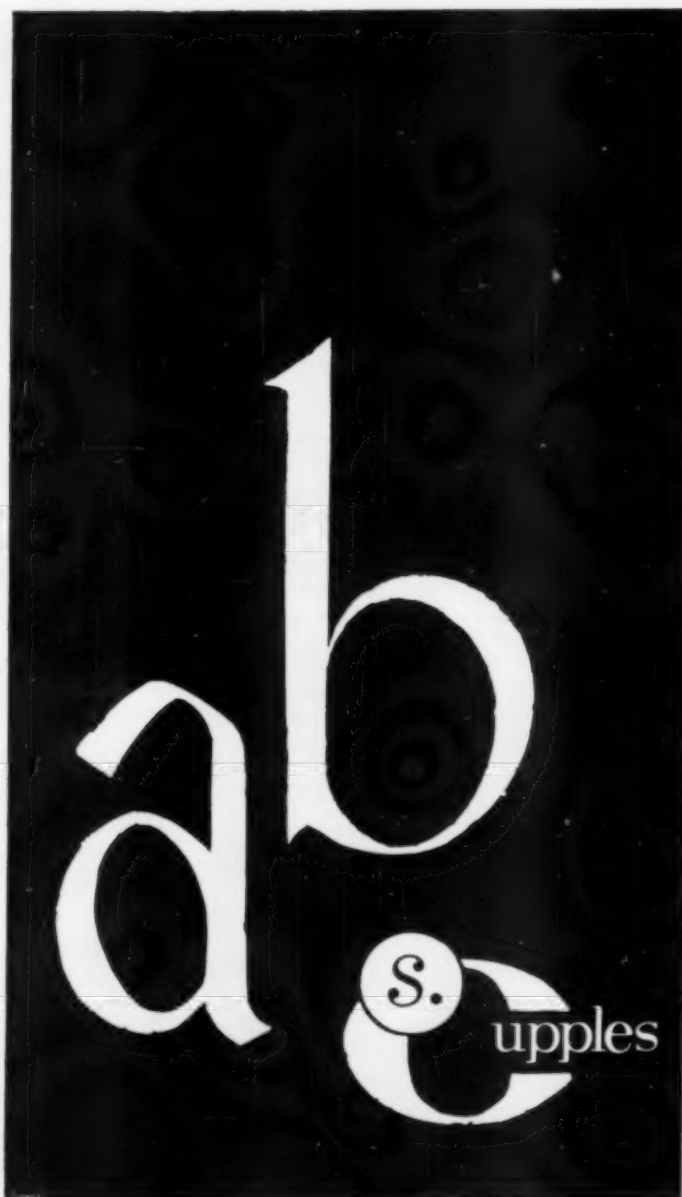


PITNEY-BOWES, INC.  
5751 Crosby Street, Stamford, Conn.

Send free literature on the Model 3100 Mail Inserting Machine.

Name

Address



*accentuate and emphasize the basic in planning your direct mail campaign. cupples personalized envelopes give the maximum sales impact to your direct mail advertising, because they are designed for your specific purpose. let our art department assist you in the development of your next envelope mailing. it's as simple as a, b, c.*  
 cupples envelope co. inc., 360 furman st., brooklyn 1, new york: telephone tr 5-6285.  
 offices in boston, philadelphia, washington

low Co. on ivory stock, the 27" x 31" London-Paris scene makes a magnificent wall hanging. You can get a copy by writing to H-S at the above address.

**KIMBERLY - CLARK CORPORATION** copped three "Excellence" awards in the Society of Typographic Arts 30th Annual Exhibition of Design in Chicago Printing. The Neenah, Wisconsin, paper firm's winning entries included a "Sell the Eye" flip chart silk screened on Texoprint plastic paper, a Texoprint Promotion News letterhead and their new Munising Bond swatch book. Kimberly-Clark was the only paper manufacturer among 104 award winners in the STA competition.

**CLEMENT COMMENTS**, published by J. W. Clement Co. (printing), 8 Lord St., Buffalo, N. Y., devoted a whole recent issue to "The Story of Technical Catalogs." A spectacular 12-page job . . . showing how highly-technical information is put together creatively for maximum readership and results. Covers arrangement of the contents, page format, binding and indexing . . . showing tricks to make tabular pages more readable. Industrial advertising managers should read every word of this guide to smooth catalog production.

**THE PROBLEM OF RUNNING GOLD INK** by offset has been licked . . . according to recent news from Interchemical Corp., makers of IPI inks. Many lithographers have avoided gold because of press problems the color created. But IPI has now come up with what they claim to be the first practical offset gold ink ever developed. Called IPI Speed King Gold, it lays down well on Kromekote, Lusterkote and even label papers. 50,000 to 60,000 gold impressions have been obtained from a single deep-etch or aluminum plate. You can get complete information by writing to Interchemical at 67 W. 44th St., New York 36, N. Y.

**YOU CAN GET BIG RESULTS . . .** by reading the terrific booklet titled *How To Get Big Results With Office-Size Offset Equipment . . .* just published by Mead Papers, Inc. It's a complete copy preparation and reproduction manual . . . loaded with ideas, information and step-by-step illustrated charts. Shows how to get the most from typewriter composition, art, photos, gimmicks, etc. Also includes a number of "Clip Tip" sheets of assorted art, type, etc., you can use. The 24-page production book is without a doubt one of the best publications Mead has ever created. You can get a copy by writing to their Advertising Dept. at 118 W. 1st St., Dayton 2, Ohio.

This photograph shows one of the important processes used to make Rising Paper...fine paper at its best!



# Rising Paper is part of Aetna's Creative Team



If ever there was an industry whose very existence depended upon paper it's the insurance industry. Among the leaders, Aetna Life Affiliated Companies recognize the importance of carefully selecting the appropriate paper for specific usage. It is significant that for many years numerous Rising Papers have been used repeatedly to serve Aetna's purposes effectively.

THE  
organization  
planner  
printer  
paper

CREATIVE TEAM  
Aetna Life Affiliated Companies  
Advertising and  
Publicity Department  
Connecticut Printers, Inc.  
Rising's  
White  
Winsted  
Vellum

RISING PAPER COMPANY, HOUSATONIC, MASSACHUSETTS  
MAKERS OF RISING PARCHMENT (100% RAG BOND) • RISING BOND (25% RAG) • RISING  
OPAQUE BOND (25% RAG) • LINE MARQUE WRITING (25% RAG) • NO. 1 INDEX (100% RAG)  
HILLSDALE WEDDING AND BRISTOL (25% RAG) • WINSTED WEDDING AND BRISTOL  
PLATINUM PLATE AND BRISTOL (25% RAG)

## Rising



# CAN AN ADVERTISING AGENCY SUCCESSFULLY INTEGRATE DIRECT MAIL INTO YOUR ADVERTISING PROGRAM?



*Text of a talk delivered at  
the 53rd Annual Convention of the  
Advertising Federation of America  
at Miami, Florida, on June 13, 1957*

**by Robert F. Delay**  
Waldie & Briggs, Inc., Chicago, Ill.

**D**IRECT MAIL is your opportunity to climb the ladder of success with your sales and management personnel.

A coordinated advertising program employs the skillful use of direct mail because direct mail is the one medium that can preselect an audience and deliver a message into the hands of that audience.

We can prove and *have proven* by direct mail readership studies that three-fourths of those receiving a mailing open it—and more astounding that 50% of those people receiving it are reading the entire message!

Direct Mail Readership? Yes, that's exactly what I mean . . . and it's being done successfully today in many more instances than you suspect. Sure, it is in its infancy. But wouldn't you be prepared to spend a few hundred dollars if you could dissect for your sales manager exactly what happened to a cross-section of your latest mailing? What percentage of the people mailed read your mailing? What percentage of the inquiries received your literature? What percentage of the inquirers were followed up with a salesman's call? What percentage of the inquirers have an immediate interest in the product you are promoting?

This is the type of information and service available to you today. This is the type of information that can make today's advertising manager more than a detail man or woman . . . an individual who is truly an aid to the marketing cause of the

company. It provides another way, if you will, of improving the stature of the advertising job in your company. As I said, a real opportunity to climb the success ladder in your company. Let's see how it's done:

## FOLLOW-UP STORY BECOMES SALES MANAGER'S DYNAMITE!

Our first case is that of a medium-size industrial manufacturer of heavy equipment. The product in this case is called Trackmobile, a \$13,500 piece of equipment that speeds up

railroad car switching in plant yards. It has railroad wheels and rubber-tired road wheels that can be switched in a few seconds. With this product, firms don't have to wait for the arrival of a switch engine to move, haul, spot and switch cars. Trackmobile can work 24 hours a day, and many users have reported that it pays for itself in a few months.

But how do you establish the market for this equipment and successfully promote it with an integrated advertising program?

First, the market itself was researched. It was discovered that

This is what sells Whiting's \$13,500 Trackmobile

**WHITING CORPORATION**  
HEAVY INDUSTRIAL EQUIPMENT  
HARVEY HILANDS U.S.A.  
CHICAGO, ILLINOIS

February 20, 1954

Mr. John Dwyer  
Traffic Manager  
Nathan Steel Works  
1515 La Salle Street  
Chicago, Illinois

Every traffic man likes to see things in the MTR. That is why I hope you will be interested in the enclosed reprint of our current U. S. \$5.00 ad showing a freight car on the move. It is being handled with the new heavy-duty Trackmobile and the results are big savings in time and money.

Be sure to send the ad, too. Then send for the complete story that is contained in our new Trackmobile brochure. A postage paid return card is enclosed for your convenience.

Very truly yours,  
WHITING CORPORATION  
A. M. Speltz  
Traffic Manager

**THE NEW  
HEAVY-DUTY TRACKMOBILE**

**Look at what's new  
in faster yard service**

**POWERFUL... V  
HAULS... 50**

**SEND ME**

10,000 establishments had sufficient daily car movement and private trackage to warrant their being included in a sales promotion file. In these establishments, 33,000 individuals, by name and title who could influence the purchase of such equipment, were identified.

A publication schedule to reach materials handling people was formulated. A business publication to influence men was selected. Literature describing the product was prepared. A sound-slide film for use as a sales tool was produced. A press party demonstration for editors and important industrial customers was held. A three-day sales school and demonstration for distributors and district sales men was set up. A final but important step was . . . the formulation of the direct mail campaign.

The mail campaign was novel in one respect. With a qualified list of 33,000 prospects, the names were broken down into categories, such as traffic managers, purchasing agents, etc. A letter campaign with publication preprint and reply card was prepared. Each letter was personalized. But we went one step further:

When a letter was mailed to the traffic managers' list, it was signed by his counterpart—the traffic manager of our client. These letters contained specific appeals to the traffic manager. This type of personalization was maintained throughout the various categories of prospects.

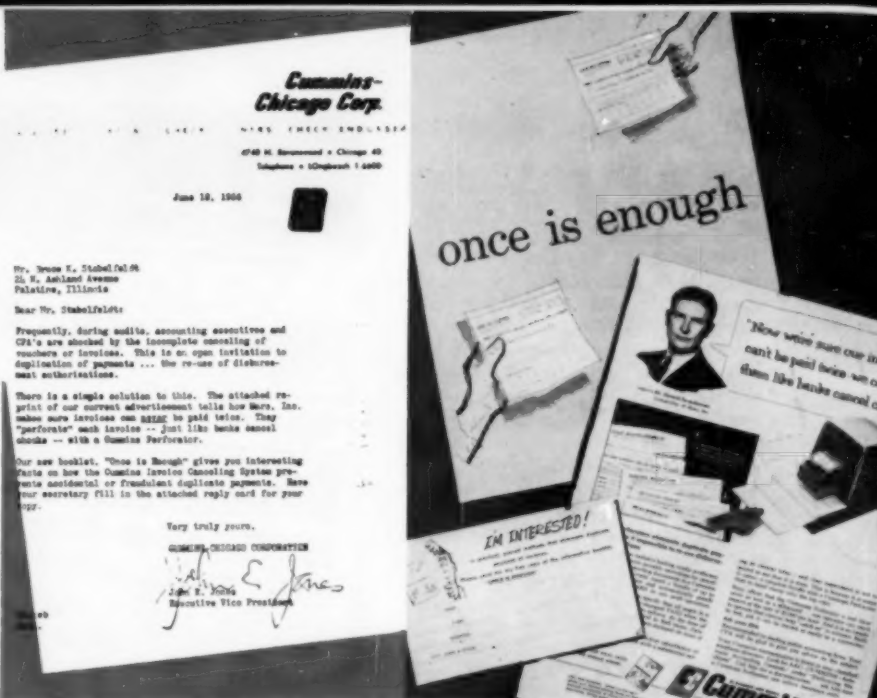
Success of this integrated promotion was almost immediate. The first complete mailing to the list brought in 536 qualified leads from the list of approximately 10,000 establishments. Sales the first month following the demonstration and the first group of mailings were 59% of the stepped-up quota. For the fiscal year, total sales were 105% of quota. The mailings alone produced inquiries from 1,209 of the 10,000 establishments.

But we wanted to know how the inquiry follow-up system was working. We launched a special study of this follow-up. 123 returns from a particular mailing were researched. Here are some of the results:

- 10% of those requesting the booklet never received it.
- 66% received it only after a lapse of two weeks or longer.
- 20% were followed up in person.
- 17% were followed up by mail.
- 8% were followed up by telephone call.

Analysis of verbatim comment indicated interest or lack of interest in the product, as follows:

- 58% were definitely interested.



Cummins-Chicago brought in 3000 inquiries with this format

- 6% were not interested.
- 36% did not express interest or lack thereof.

Analysis of verbatim comment indicated attitudes toward handling by our client, as follows:

- 45% were complimentary.
- 6% were critical.
- 49% did not indicate attitude.

This inquiry follow-up study was dynamite in the hands of the sales manager. He immediately requested that a continuing series of follow-up studies be started. Here was a case where the advertising was a real sales tool for the manager.

#### 46% SALE INCREASE

Another client, Cummins, manufactures business machines including perforators, check signers, check endorsers and punch card conditioners. This is not a rapid repeat-sale business and, therefore, inquiries are important. Here, we were given three specific advertising objectives:

- (1) Diversify sales—the company's business was done largely with banks; sales to business and industry were virtually non-existent.
- (2) Penetrate the vast, but reluctant, potential market for invoice cancelling and order control perforators.
- (3) Provide salesmen with a constant supply of fresh, top-quality inquiries.

To diversify sales, it was decided to expand into the industrial market first. This was done by first identifying and qualifying, through research, a list of 5,100 establishments employing 500 or more, in selected industries. From these establishments, 8,900 key individuals were listed.

With this prime market identified, the agency built publication advertisements that appealed to these individuals through use of a testimonial technique. In addition, the ads contain real hard-sell.

Booklets were then prepared which stressed the benefits of Cummins' system rather than the features of Cummins' equipment. With this basic preparation and scheduling completed, we turned to direct mail to weave and integrate the entire program into a top-quality sales tool.

Only the First Class letter, with reprint of the testimonial ads and a reply card offering the booklets were used in consistent mailings to our well-qualified list.

What were the results of this integrated promotion?

In the words of one of the Cummins' representatives . . . "I did not think it possible for advertising to bring me so many leads with such a high percentage of real prospects." Statistically, here is what happened:

- Over 1,000 inquiries from publication advertising.
- Over 3,000 inquiries from direct mail merchandising.

- Sales of all company products are up 46%.
- The four major products of the company reported verified sales increases of 66 2/3%; 40%; 65%, and 50%.

Advertising is looked on now as a vital element in the sales of this company. Both the advertising department and the agency benefited. Here, again, we were not content to let sales increases speak for themselves. We initiated through our research department a follow-up study on inquiries that provided additional sales ammunition for the company. A sampling was selected from one of the mailings and researched by mail. It showed these results:

- 7% of those requesting the booklet never received it.
- 56% received it only after a lapse of two weeks or longer.
- 51% were followed up in person.
- 11% were followed up by telephone.
- 3% were followed up by mail.

Analysis of the comment indicated that:

- 36% were definitely interested in the product.
- 43% were complimentary in their attitude towards Cummins' handling of the inquiry.

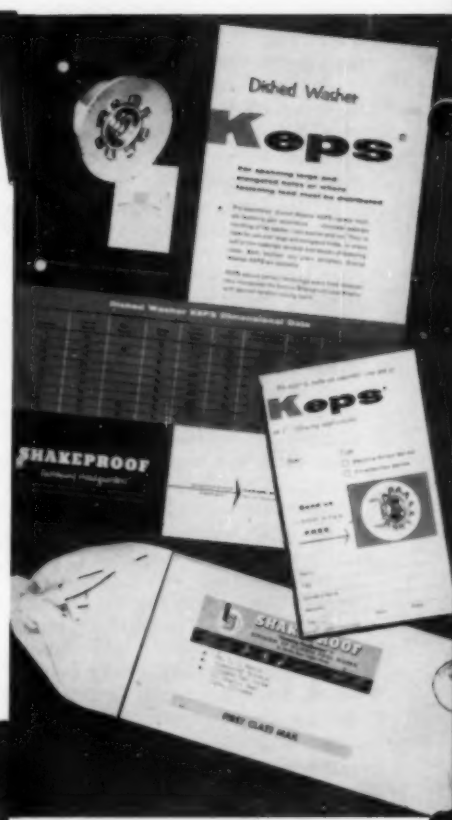
Yet, one of the survey questionnaires received from Union City, Indiana, said, "Bought another machine as representative did not call as indicated by his letter."

Perhaps this and other comments in the questionnaires prove that even a 46% increase in sales can be improved. At least, this thorough job of integrating the advertising program has produced results.

### "HIGH FREQUENCY" MAKES HIGH SALES

Let's look at a third example of how an agency can successfully integrate direct mail into the advertising program.

This case history concerns a unique product and required unusual treatment. The client is Shakeproof division of Illinois Tool Works. They make fasteners. They had a little product named "KEPS" which is a pre-assembled combination of a nut and lock washer. When the product was first introduced, it received some rather "gala" treatment and quite a considerable advertising budget. Key prospect press parties and demonstrations were staged in such cities as Philadelphia, Chicago and Detroit. Eight-foot tall blowups and demonstrators were only part of the gymnastics that were performed in hotel ballrooms to the amusement and interest of major manufacturer per-



A series of six mailings like this were made for Shakeproof

sonnel who might influence the purchase of such a project. Publication advertising and publicity promotion were pushed aggressively during this introductory period.

A further promotion was what we like to call a "high frequency" campaign. We used the list by salesmen technique here and refined it by amplifying and expanding the list with qualified titles and establishments previously researched.

A series of six mailings was designed with samples of KEPS attached in a small cloth bag and a startling offer . . . 1,000 free KEPS to try on a production run.

Three thousand selected individuals in more than 500 prospect companies made up the direct mail list. The mailings were a bit on the gadget order because in this case gadgets fit a purpose. They helped explain the mailings because they were closely tied-in with the mailings. A rubber band was one, a Band Aid another, a small button a third—all types of fasteners—if you will? The results more than satisfactory:

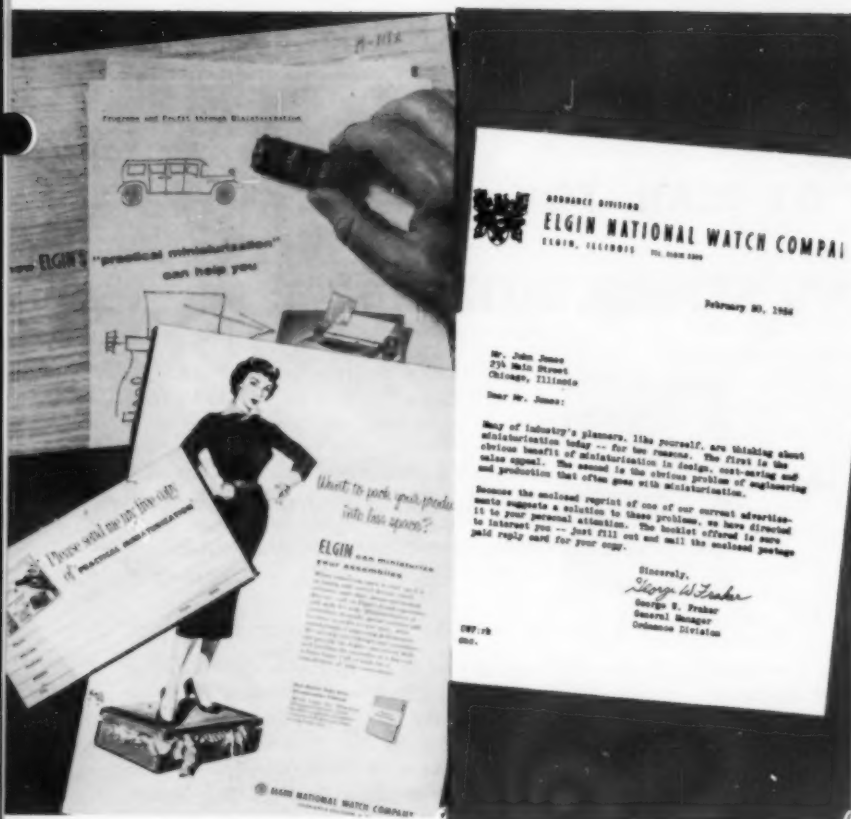
- 28% of the establishments requested samples for production runs.
- More than 100,000 KEPS were supplied to salesmen.
- 37 sample kits were sent direct to manufacturers.

Because salesmen were responsible for delivering and observing the tests, the campaign forced them to get into the plants, onto the production lines for the tests . . . and they came out with firm orders. An outstanding example was a large TV manufacturer, where the salesman had been unable to get the product into their vast production lines. The first order after the production trial 1 1/2 million KEPS!

Perhaps you're saying that was a costly campaign. Actually, Shakeproof spent less than \$5.00 per establishment for this promotion. Certainly, here is a fine example of advertising integration at work.

### SPACE MERCHANDISING CREATES "MICRONICS DIV."

Now, for a final case history: Elgin National Watch Company had wide-



One order from this mailing amounted to \$750,000

spread recognition as a maker of fine watches but few people knew of their Ordnance Division . . . a World War II baby that had been one of the nation's most important producers of small mechanical and electromechanical components. This division of Elgin was tooled for sub-contracting of miniature parts, but was left with small defense orders and only two salesmen. In fact, we didn't even have a product we could show or advertise.

The market seemed as broad as industry itself, but again we selected four standard industrial classifications instead of the 33 possible ones. We included only those classifications that we knew had already done some miniaturization. Our market identification, therefore, turned up 5,700 names.

The first step was to start a publication schedule that would influence the management market. Perhaps you'll say this campaign resorted to cheesecake. However, the appeal of such ads as "Want to Pack Your Product Into Less Space?" and "Is

Size A Problem With You?" was too close to the problem to be ignored. Second step was to prepare some unusual literature to describe a service that was available—you remember, there wasn't a product to advertise. A further step that was integrated into the campaign was the renaming of the division from Ordnance (strictly a war word) to Micronics Division.

The base was now established to start direct mail promotion. Mailings were not unusual . . . merely a personalized letter, reprint of the publication advertisements and a reply card with an offer.

Results? Again a success story that bears repeating:

- Elgin received immediate recognition as a supplier to industry.
- Publication advertising alone brought 419 inquiries from well-known companies in three months.
- The first mailing produced a 12% return with requests for literature and requests for salesmen to call.
- The Micronics Division's Research and

Engineering facilities obtained a backlog of industrial miniaturization design projects.

- The second mailing, carefully phrased to invite only "immediate production inquiries" produced 30 direct invitations to discuss sub-contracting.
- One of the orders received was for \$750,000—the potential on this product alone—7 million dollars!

Here is real advertising integration at work. And, if you will . . . just one last point about results and what they can mean in the successful integration at work.

#### STUDY SHOWS HIGH READERSHIP

Recently we had the pleasure of delivering to two advertising managers the results of some direct mail readership studies which we had conducted on their accounts. Probably the most respected consultants in business research did the field interviews for these reports in conjunction with our own research staff.

The studies were conducted in 10 cities with the sampling worked out to include major executives, engineers, minor executives and purchasing agents. Here's the results:

Do you recall receiving any of these pieces of mail?	Company A	Company B
YES	77.3%	75.8%
Did you read the letter?	62.2%	57.6%
Did you mail the card?	3.0%	9.1%
NOTED:	74.0%	70.0%
SEEN-ASSOCIATED:	71.0%	68.0%
Read most:	38.0%	38.0%

#### How Did you Dispose of this Mailing:

Discarded without reading	4.5%	9.1%
Read and discarded	34.8%	27.3%
Filed for reference	7.6%	15.2%
Passed along to associate	33.3%	24.2%

These are the types of factual material now at your disposal and mine to help make advertising a science, rather than a theory, a tabulation of facts, rather than the whims of salesmen or advertising people.

There are many agencies today which are taking this realistic viewpoint of advertising as a result-getting sales tool. We can prove that direct mail and other important media can work together in a common cause—to help salesmen sell more efficiently, and the advertising manager who takes advantage of this direct and positive method to boost the sales of his company is certain to go up the ladder—towards the top!

# **"SELLING INSURANCE BY MAIL TO AMERICA'S SENIOR CITIZENS"**

*Lewis Kleid Interviews*



**Joseph J. McGee, Jr., President  
Old American Insurance Company**

**T**O BE A MEMBER of the "YPO" (Young Presidents' Organization) you must be under 40, employ a large staff and have a modern progressive business. Joe McGee is a member of that distinguished group . . . and, at 37, has already been president of the Direct Mail Advertising Association, president of the Association of Insurance Advertisers and a vice-president of the Kansas City Advertising and Sales Executive Club.

He is a member of four insurance trade associations, four advertising trade associations and, in Kansas City, he is active in Rotary, the Sales Executive Club, Mission Hills Country Club, Saddle and Sirloin Club and the Kansas City Club. Joe's one outside interest is . . . hunting. My own impression after listing all his business activities . . . is that he goes hunting to get away from it all.

## **Meet the Family**

I doubt very much that Anne, his beautiful young

wife, ever has the time to go on any of those hunting expeditions . . . although I have seen her at direct mail conventions. With a new baby, named David, and John (2), Mary (4), Peter (6), and Sally (7), Mrs. McGee has a full house. After a busy day at the office, Joe must have a tough time reading Golden Books to the children when he gets home at night.

As the young president of a successful company, Joe McGee has carved for himself a very special project . . . by making the older folks of this country one of his major markets. It's an important field because with the ever increasing life span . . . the aged represent "big business" for the usual things that are sold by mail plus all the new geriatric specialties.

If I were starting a mail order business, the last thing in the world I would select would be insurance to oldsters. Joe McGee is doing it—successfully—all of which goes to prove that anything that can be sold . . . can be sold by mail.

## **Questions & Answers**

### **Joe, when and how was your company started?**

Our family had for many years been in the insurance business as general agents. Thomas McGee & Sons, general agency, is still today, as it was then, one of the Middle West's leading insurance agencies. But back in '39 we had a feeling that there was a gap in insurance service that might well be filled by direct mail selling. We knew of a need; insurance for older Americans, that seemed logically to fit into a direct-sales approach. So in 1939 the Old American Insurance Company was created.

Reporter's Note: Lewis Kleid, 25 West 45th St., New York 36, N. Y., has been conducting for many years interviews with leading mail order experts. Many of those interviews were printed in *The Reporter*. Became very popular. Finally resulted in a collection of all interviews in a book now available entitled "Mail Order Strategy." Now we are able to give you another installment. This time with Joseph McGee, Jr., past president of the Direct Mail Advertising Association. But we'll let Lewis Kleid introduce the subject of his research. Good reading.

**How did you become associated with Old American and what have been your duties in the company?**

I was with the Company when it first began. In the early days—the few of us who were around did a little bit of everything. Then came the War—and for four years I was not “on deck.” Upon returning in ’45 . . . my major job was direct mail production and, as time went on, I went up the office ladder, rung by rung, until I was elected president of the company in 1955.

**You have done a lot of work among older people. Does this represent a substantial market?**

Yes, Lew, one of our first efforts was insuring people past 60. My grandfather, the first president of Old American, was active in the business until he was over 90—and he coined the expression that we live by, “Age Alone Does Not Make a Person Uninsurable.” Today—we still are very active in this area—but, just as we have expanded into other advertising media, so too have we broadened our market to include all ages, and all forms of personal insurance.

**How many names of these older people do you have available?**

6,500,000 names at the present time. Actually we go down to age 60 rather than 65 in this particular group. We feel that through our selection process, broadly speaking, these names represent the top economic third of the age group.

**What other kinds of insurance do you offer and what was the basis for your decision to diversify?**

Although our specialization in the field of older age insurance has been an important part of our company's growth, it has been by no means the entire story of our operation. We have also made available to younger ages . . . life, accident and hospitalization insurance on a direct by mail basis.

We have also launched an agency sales division in the state of Missouri. Equipped with a “cheaper by the dozen” concept of life insurance (where the rate per \$1,000 goes down as the amount of insurance purchased goes up), our salesmen find themselves more than able to compete with the giants of the insurance industry.

Such diversification comes from our desire to serve the insurance needs of people whenever and however we find them. All of us in the mail order business know that some people just won't buy by mail—so, we must do it through salesmen, too.

**How did Old American develop its deep interest in selling by mail?**

As you know, Lew, direct mail is often the only medium of advertising that small business can afford. And we were certainly “small business” in those days. But through the years as Old American continued to reach its selected markets through direct mail, the company became large enough to branch out into ex-

tensive use of newspaper and magazine space advertising. Our space program is thoroughly integrated with the use of direct mail. Without the direct mail follow-up our space program would be virtually useless.

**Since many of your customers are older people, do you do anything special in the design of your direct mail to make it particularly appealing to this group?**

One thing we know is that the IBM Executive type-writer face (which is easier to read than elite or pica) actually pulls better returns. So whenever possible we use that face. Color psychologists say that certain colors like yellow and red become less attractive to people as they grow older. Blues increase in their appeal. Generally speaking, this is borne out by our own experience. And, of course, we write copy especially slanted to older people.

**The over 65 year group represents 8.5% of our population, Joe. What kind of a market does this group represent for general mail order selling?**

As you know, Lew, in the older ages a substantial percentage represent an economic problem. It's our opinion only approximately 30% to 40% of the total represent a general mail order market.

**In selling insurance by mail to people other than “oldsters” what are the characteristics you like to find in the lists you select to test?**

Actually, the characteristics are about the same for either young or old. Some of the same important factors to look for are family responsibilities, home ownership, automobile ownership, either sufficient income or wealth, plus any indication that the prospect is an active person. The “active” characteristic particularly applies to the older people.

**There is much talk about “stratification” today. Have you been able to use compiled neighborhood lists which are selected on the basis of economic factors?**

We have never particularly thought so, but we're in the middle of an important series of tests right now. It's too early to talk about results, but there is a strong indication that there may be important economic factors other than those we already consider.

**Do you use direct mail for orders or inquiries?**

We do both. Actually we find that sometimes orders work better than inquiries—and, at other times, inquiries work better than orders. We also find that between policy forms, depending upon their complexity and the premium cost, the type of offer makes considerable difference in the end results. Generally speaking, the higher the price the more inclined we are to go after inquiries.

**What do you consider a fair response?**

As in so many direct-mail items—we must look to the reorder, or renewal as we call it, for our break-

even and profit point. Therefore, it becomes a matter of judgment as to how many years or months we are willing to wait until this break-even point can be reached. Since we have policies that cost from \$7.50 to over \$100 a year . . . the time period is different for each class of policy. We therefore have various answers to what we consider a "fair response."

We devote a great deal of time in establishing quotas for the various classes of our direct mail. Great value is placed on the worth of a name based on its potential future use. There is a lesson to be learned here—this business of figuring out exactly what your mail should pull. It's astounding how many mailers don't know what they can really spend to get a new customer.

**What has been the direct mail format most successful for your purpose?**

A letter, an application form and a business reply envelope enclosed in an envelope constitutes the best format. Occasionally, an extra insert, such as a folder, printed announcement slip, or something similar will improve results.

**Have you been able to make stunts, self-mailers or broadsides pay?**

We've had no luck with self-mailers or broadsides. The only place we can make so-called stunt mailings pay is in our renewal series mailings . . . which are not sale mailings in the strict sense of the word.

**How do you go about finding new copy and offers?**

Old American has no secret formula. Our Advertising Department is constantly on the alert for new ideas—and we make a specific point of having tests in the works at all times against our standard mailing. We're never content even with our most successful efforts. It's a matter of testing and retesting all the time.

**How do you go about testing new ideas?**

First of all, we try to confine them to things that have an established chance of pulling—thus eliminating many of the fringe tests which seem either unnecessary or unlikely to be productive. That way, we can use a bigger quantity to start with, so that the pyramiding test process doesn't take so long before a new offer can become well established as standard.

**Have you any special quantity formula in testing new lists?**

No, not really. Much depends on the size of the list. We would prefer to make a preliminary test of one or two thousand to get the feel of a new list. When there is ample evidence that a list will pull well for us, we start out with a quantity of five or ten thousand, omitting the preliminary test step.

**Do you do your own printing and/or mailing and, what, if any, are the advantages?**

We buy our printing but operate our own mailing

department in Albany, Missouri, about 100 miles north of Kansas City. This is a progressive little town of 2,000 people—some 75 of whom are on Old American's payroll. The Albany operation, under the direction of Bob Gibbons who commutes from Kansas City and Dorothy Miller who is the resident manager of Albany, has been a bright spot in the growth and development of Old American.

**Do you use automatic inserting machines in your Albany plant?**

Yes, we are currently installing automatic machines. Where we once felt they lacked flexibility, inserting machines have now been perfected to the point where these objections are offset.

**Are there any benefits in decentralizing your list and mailing division?**

Our Albany office is exclusively for list maintenance and mailing. As you know, keeping a list of some six million names up-to-date is quite a chore. We release all of our production mailings there. We are particularly pleased with this operation because of the caliber and quality of employees that we are able to attract in a community of this size. Their esprit de corps is tops, and I think it goes without saying that when you have satisfied employees you have better quality and more production.

**Do you find any advantage in a pre-addressed order card versus an addressed envelope with a plain order form?**

Yes, nearly all of our tests show an advantage in favor of the pre-addressed order card in a window envelope. Oddly enough, when we pre-address the order form and also address a closed-face envelope, returns are not quite as good as when we use a window envelope.

**Do you use outside creative consultants in any area of your promotional work?**

We've used outside consultants through the years since Old American's beginning in 1939 . . . but our volume of work is large enough now to have our own staff.

**Do you use TV, radio, newspaper or magazine advertising and how does other media compare in cost per order versus direct mail?**

Yes, we use a substantial volume of newspaper and magazine advertising. But we do it to obtain inquiries, which are then followed up by mail. A portion of our work at Old American is thus a happily integrated combination of space advertising and direct mail. We advertise in major national magazines as well as approximately 800 daily newspapers throughout the country.

**What is the "best" salutation method for your letters?**

This pretty much depends on the style and format

of the particular letter involved. We are inclined to agree with Max Sackheim's principle that "Big differences in returns come from big changes." For the most part, we stick with "Dear Friend of Old American." Our friends at Look Magazine in Des Moines have found, incidentally, that "Dear Friend of Look" out-pulls "Dear Friend" where they have tested it in large quantities over a period of years.

**For your purposes, which reply device is most effective (a) unstamped reply envelope (b) regular business reply envelope, (c) air mail reply envelope, (d) stamped reply envelope?**

We use all of these except the unstamped reply envelope. It seems best for our purpose to pay the postage as a courtesy to prospects and policyholders. For our straight introductory solicitations we use a regular business reply envelope, but there are several spots in the renewal and policyholder mailing series where we would get better returns in relation to cost by using airmail or a stamped reply envelope.

**Is there any advantage in using disguised envelopes with headlines and illustrations rather than your standard Old American corner-card?**

This may depend on the frequency with which we would mail to a given group of names. But even though our prospects and policyholders get a lot of mail from us, we like to stick with the Old American cornercard. It's pretty hard to beat.

**Do you use addressed labels and is there any disadvantage in labels vs typewriter addressed envelopes?**

We'd rather not use labels if we can help it, primarily for the sake of appearance. But they don't actually seem to hurt returns.

**When your Advertising Director, Max Ross, was with Look Magazine several years ago, he created unusual reply devices — some illustrated with eagles, certificate borders, and other art treatment that made them look like important documents. Have you found that dressing up your Direct Mail produces better results?**

Yes, we believe that upgrading direct mail helps returns. You're familiar with the Old Direct Mail Checklist which gives us an accurate guide in preparing and analyzing our direct mail pieces, order forms, letters and envelopes. It's so important to us that we go to a lot of trouble to make sure we stay on the right track.

**Including postage and addressing, Joe, what is your average cost in the mails per M including list rentals and postage?**

Around \$60 per M. But we've never placed any arbitrary restrictions on cost. We know that it's often worth the extra money to upgrade the quality of our mailings both for profits and prestige.

**What kind of equipment do you use to address your mailing lists?**

We keep our names on 3 by 5 cards. Addressing is done direct from the card by typewriter. The cards show pertinent information which makes it possible to classify and sort down to obtain any selection of names that we want. For our purposes this method—although old fashioned—gives us great flexibility at lowest possible cost.

**Do certain areas of the country or cities with certain population levels pull better than others?**

Yes, I think this would be true for most any mailer. One thing we do know is that the response from areas of the country will vary according to the type of policy we're mailing on. Also, there is considerable evidence that various sections of the country produce better results at different seasons—summer, fall, winter, or spring.

**Have you found any special seasonal pattern in your business?**

This depends on the type of policy. But like most other mailers, we find that the months of January and February are exceptionally good. Our mailings go out all year long, pretty much around the calendar.

**How do you clean your lists?**

Our lists are purged constantly by using Return Postage Guaranteed and Section 3547. One advantage of having the lists on file cards is that the cleaning operation can go on constantly.

**Do you find it profitable to rent your prospect and/or customer names to other companies?**

American business more and more looks to the over 60 age group as a mass market. In fact, some companies mail to our names strictly as an advertising medium without expecting direct mail returns—because of the growing importance of the over 60 age group in the American economy.

The rental income helps offset the tremendous cost we incur in maintaining our lists. Most mail order people prefer names of people who have previously responded by mail. These outside rentals of ours tend to upgrade our lists in this respect—and theoretically make our lists more responsive for our own mailings.

**What is the major problem affecting the growth and development of direct mail as an advertising medium?**

In one word—*quality*. During the past year as President of the Direct Mail Advertising Association I have spoken to many direct mail audiences. I kept hammering away "let's all work at improving quality." I don't mean extravagance or wastefulness, I mean doing a better job of writing copy, better production, better art, better list selection. Too much direct mail is poorly conceived, amateurishly executed and directed to the wrong lists. •



## DIRECT MAIL INTRODUCES A PRODUCT

by T. K. Russell,

*Advertising Manager,  
American Pulley Co., Philadelphia, Pa.*

**O**NE OF THE MARKETING PROBLEMS facing our company last year was the knowledge that one of our products had to be redesigned to be more useful to our customers and prospects. Research and engineering had developed the new design. Now, sales and advertising were called upon to introduce it to the trade and the industrial consumer.

Joseph C. Salette, Jr., assistant manager of the Materials-Handling Division and I held a preliminary

conference almost six months before the formal introduction of the finished product . . . to set the stage for creation of a comprehensive advertising program which would include business paper advertising, direct mail, industrial exhibits, local distributor sales training, newspaper advertising, remembrance advertising and possibly some TV.

Out of an informal conference over a cup of coffee, there developed a basic program containing every con-

ceivable type of promotional activity which might help launch the new truck, and achieve a position of leadership in the field. The program as envisioned included bulletins to the field sales force, teasers to the trade and to the public, ads, mailers, displays and sixty-odd other possible promotional activities. At this point, Mr. Salette formalized the discussions in a memo to me, copying sales and general management.

Now that advertising had the ball, we ran with it. First, we dummied up a folder into which some of these promotional pieces would fit, using die-cut slots. Then some of the key pieces themselves were dummied. Then came a refined outline of exactly what pieces should go into the program in order to do a complete product introduction program.

Next, we called in our agency president, Robert S. Kampmann and we set up a conference with J. W. Pearson, account executive; Bert Close, free lance writer; Herb Heym, free lance artist who regularly worked on the American Pulley Company's account; and Kampmann and myself.

With a preliminary program idea to start, the group worked out a

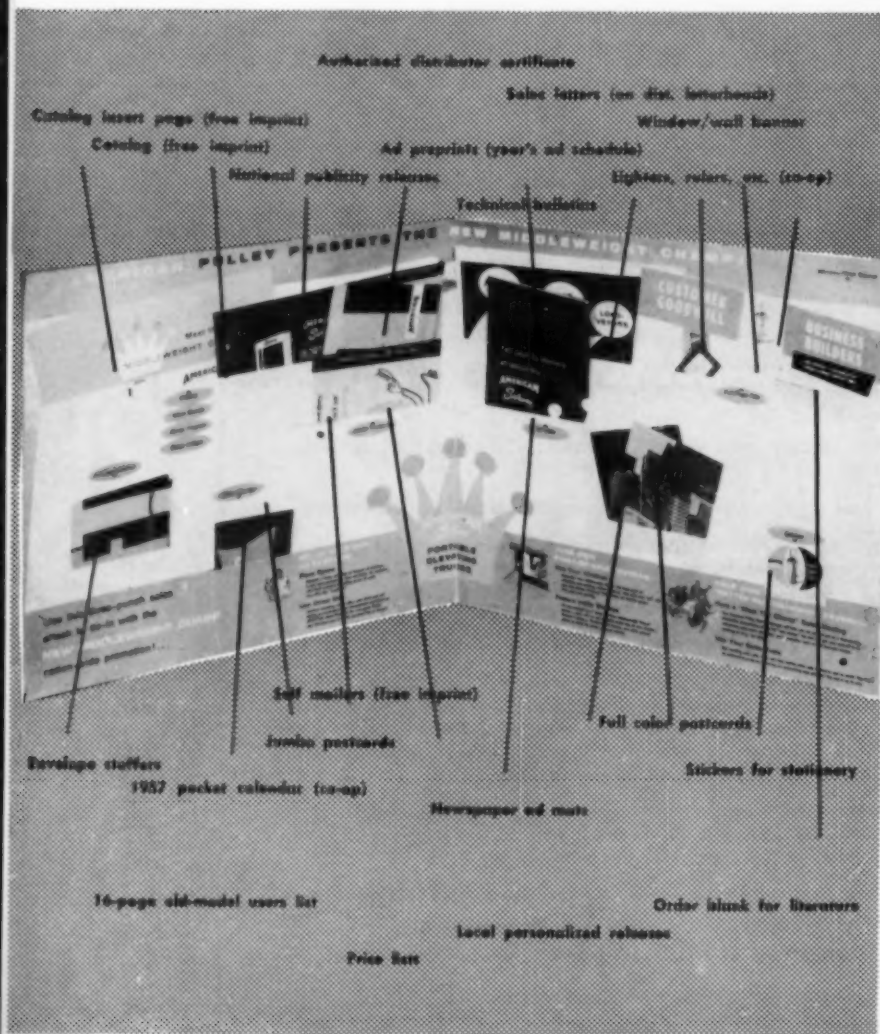


**Reporter's Note:** T. K. Russell, advertising manager of American Pulley Co., Philadelphia, Pa. scored a hit with an industrial article in our December, 1956 issue . . . titled "How To Be Successful — By Making Your Distributors Successful Direct Mail Users." At the time it was being read, American Pulley was knee-deep in launching a new materials-handling truck called "The Middleweight Champ." In this up-to-date account, Mr. Russell shows step-by-step how it was done . . . and how the distributor became an important part of the new-product picture. While Mr. Russell says sales results on the "Champ" are still top secret, his case-history shows how distributor attention pays off . . . in complete and integrated introductory program.

**INTRODUCING AMERICAN PULLEY'S "NEW MIDDLEWEIGHT CHAMP" REQUIRED MANY PLANNING AND PRODUCTION EFFORTS . . . TO BUILD A COMPLETE AND INTEGRATED SALES PROGRAM:**

1. A bulletin was sent to salesmen advising them of the introduction program.
2. A product bulletin was sent to field salesmen showing technical data on the new truck.
3. A sales bulletin was sent to field salesmen detailing instructions about their roles in the introductory program.
4. A bulletin was sent to distributors (similar to No. 2, above) showing technical data on the new truck.
5. A bulletin was sent to distributors advising them of the timetable on the introduction program, and giving them instructions for their local sales programs.
6. Press releases were written and timed for January issues of trade magazines.
7. A feature article was written for a major materials-handling publication.
8. Color spreads were prepared and space ordered for January insertion in key controlled business publications.
9. A teaser postcard was prepared and mailed to 50,000 known prospects.
10. A second teaser postcard was prepared and mailed 15 days later to the same list.
11. A sales letter was written and mailed to the same 50,000 list, with a reply card. (By coincidence, this letter arrived on many prospects' desks the morning after the middleweight boxing championship changed hands. Letter was titled "Meet The New Middleweight Champ.")
12. A powerful promotion kit was prepared for American Pulley distributors currently selling their old model. It was mailed with a personal cover letter, and arrived in personally type-addressed envelope. See page 30.
13. A counter-easel reprint of two-page ad in **Modern Materials Handling** was sent to each distributor.
14. Bulletins, catalogs, price lists and sample promotion material was sent to all resale dealers.
15. Space ads broke in January magazines.
16. Trucks were exhibited at the Plant Maintenance Show, with booth decorated with same art treatment used throughout the campaign.
17. Reprints of the feature magazine article were mailed to distributors for local use.
18. A color postcard was prepared and mailed to the 50,000 prospect list.
19. Trucks were exhibited again at the New England Materials Handling Show.
20. A three-page fold-out ad appeared in another trade magazine. Backing up booth layout of the National Materials Handling Show, the ad listed name, address and phone number of all authorized distributors.
21. Back cover of all copies of the same publication (distributed at the show) carried an ad inviting visitors to the company booth.
22. Trucks were exhibited again (with same campaign decor) at the national Materials Handling Show.
23. Self mailers were prepared and sent to a list of 30,000 plant engineers.

## American Pulley's distributor's kit



theme, art treatment and a new name for the area served by the trucks . . . namely that segment of materials-handling too big for hand trucks but too small for profitable use of powered fork trucks. The program was to include direct mail, space, direct sales, etc. as originally outlined. The area of use was named Middleweight Moving and the truck was billed as "The New Middleweight Champ." Art was to be centered around a crown, indicative of a champion. (For the benefit of arm-chair quarterbacks, a boxer middleweight champ was considered and dropped for competitive reasons.)

Next, we took the group to Salette where we reviewed the program. After a conference on some fine points, sales vice president H. Merrill Bowman was called in to pass on the ideas.

With management's approval to proceed with the plan, a comprehensive timetable was established including target dates for every step of every piece or activity involved with the introduction of the new "Champ." The timetable included agency's part, advertising's part, engineering and sales' responsibilities and even final approval deadlines for top management. Printers and other suppliers

were consulted and deadlines on every phase of production were established.

Next came comprehensive layouts, cost estimates, copy and a detailed report to top management on the timing, costs and integration into the then only semi-formalized 1957 year-long campaign for all products. The management report was complete. It presented the over-all problem, the part advertising was to play; the part sales and engineering were to play. Since it was essentially an advertising report, each part of the advertising program was detailed as to its appearance, function and cost.

After approval by president James H. Robins the production got under way in earnest. A master control was established at the Ad Manager's desk. We knew at a glance which pieces were at the agency, where artwork was being done, how engineering was progressing on instructions and nameplates, etc. The board illustrated the date each item must have divisional approval, sales management and general management approval and then proof approval dates and finally delivery and mailing dates.

The complete extent of the integrated program is listed on these pages, with an illustrated view of the "Middleweight Champ" distributor's promotion kit.

Additional mailings were scheduled for the balance of the year to the 50,000 prospect list from national headquarters. Distributors also mailed promotional material to their own lists. Almost 300,000 pieces of literature have been shipped to distributors for local mailings.

At the distributor's place of business, factory trained sales engineers are conducting training programs for distributor salesmen. These programs are highlighted by color slides detailing construction, application and sales tips. These slide programs were written and produced by the American Pulley Company. All photos are taken by sales and advertising personnel.

The entire introduction campaign has been integrated into the 1957 Marketing Program. Other literature and mailing campaigns are scheduled and prepared so there is sufficient resemblance to assure family identity . . . thus providing continuity and added impact.

That it is a successful program is highlighted by the number of new distributors established and the fast tempo in the production departments at Philadelphia. Sales figures are still a closely guarded secret. •

# A CLOSE LOOK AT THE PHYSICIAN'S MARKET

Interim Report on a medical direct mail survey  
conducted by the Bureau of Research Division,  
Buckley-Dement, Chicago, Ill.

## Part 2

### ANNUAL REPORT OF WHAT ONE DOCTOR RECEIVES IN HIS MAIL . . .

By Harold J. O'Neil, Vice-President,  
Clark-O'Neil, Inc., New York, N. Y.

#### Bureau of Research Reports Findings

IN ENDEAVORING to learn what physicians really think about the mailings they receive from pharmaceutical houses and others, we requested the cooperation of some leaders in the industry, who served as guides and advisors. All agreed it was time such a survey were made, but some were frankly skeptical about whether physicians would cooperate in it. Doctors, they said, are too busy treating their patients and filling out insurance forms to have any time for a survey of this kind.

Happily, experience proves this pessimism to have been unwarranted. When it was arbitrarily decided to stop counting the replies and start tabulating the results, 4,404 doctors out of 9,369 had filled out and returned the questionnaires. Moreover, 22% of those replying had taken the time and trouble to add comments and criticisms on the back of the information form.

Reporter's Note: Last month on page 23, we gave you "A Close Look At The Physician Market" . . . through survey findings of Dr. Harry Soorenko, editor and publisher of *General Practice* magazine; and Ernest Dichter, Ph.D., motivational research expert and mentor of Motivational Research Publications, Inc. Because the subject of creating direct mail for doctors is such a big one, this month we're giving you "another look" . . . through recent findings of two more experienced researchers of *The Physician Market*. The first part of this month's dual report includes results of a recent survey made expressly for pharmaceutical promotion men and their agencies by Buckley-Dement. The second part gives you the latest totals and analysis of what an average physician receives in his mail . . . a yearly survey project undertaken by Clark-O'Neil, Inc. Coupled with the survey results presented last month, these two new reports should provide plenty of insight as to what doctors are receiving . . . and what their reactions to it are. We hope this two-part series will be helpful . . . to everyone mailing to medics.

#### How the Questionnaire Was Prepared

First step in planning the questionnaire was to consult pharmaceutical promotion men and their agencies, to find out just what they would like to know about doctor's reactions to their mailings. More than 40 different questions appeared among these professional advisers' suggestions — too many, obviously, for a busy doctor to answer. Therefore certain duplicating and overlapping questions were

eliminated, others combined and some dropped altogether because of their relative unimportance.

Questions finally selected were those which seemed most significant to our advisers. Most questions called for direct yes or no answers. Recipients were invited to comment on matters of interest on the back of the questionnaire form.

#### Accompanying Letter:

A number of introductory letters.

**BUREAU OF RESEARCH, INC.**  
**INFORMATION FORM**  
 (Please check the boxes below which more nearly represent your opinions.)

YES NO  
 4 1/2 !  
 6 1/2 !  
 2 !  
 2-1

Do you make a practice of going through your mail personally?

Do you give reading preference to first class mail over second or third class?

Do you usually file worthwhile information received in pharmaceutical manufacturers' mailings for future reference?

When samples and informative literature are sent you by mail, do you prefer quantities for clinical testing or only a few?

2 Clinical 1 Few

Of the following types of mailings, which would you be most likely to read with interest?

3 Company magazines 4 Case reports  
 3 Newsletters 3 Medical journal reprints

As to physical form of mailings, have you any preferences among the following types?

1 Booklets 4 Envelope letters  
 3 Folders 2 Mailing cards

Do you like to have reply cards enclosed in mailings to assist you in requesting more information, samples, etc.?

2 !  
 2 1/2 !

Does the occasional use of a humorous approach in pharmaceutical mailings tend to add interest in them for you?

Do references to medical literature lend greater authority to the mailing piece?

(If you have opinions on this subject not expressed above, we would appreciate your mentioning them on the other side.) 22%

Here is an exact copy of the Buckley-Dement physician's questionnaire form . . . showing complete tabulated results from the 4,404 forms which were returned. The hand-written figures in the "YES" and "NO" columns indicate the proportions of affirmative to negative answers. Figures under questions 5 and 6 indicate orders of preference.

some brief and light in tone—others more lengthy and logical—were prepared and submitted to our advisers for their comment and criticism. The final choice, upon which all agreed, was the letter reproduced here.

Our consultants felt that it covered the subject pleasantly and as concisely as possible, and that the idea of "having a say" about the type of professional advertising that comes to him would have a strong appeal to the physician. A salutation using the doctor's name was hand-typed at the beginning of each letter.

#### How Questionnaires Were Distributed:

It was agreed among our consultants that returns from a mailing to approximately 10,000 physicians of all types, ages and geographical locations should provide a comprehensive and unbiased view of the opinions held by the medical profession as a whole. Several methods of making up this sample group were considered. The method finally employed was to address the questionnaire to every 15th name on the Buckley-Dement alphabetical control file of physicians

of all kinds. The questionnaire with its accompanying letter and a prepaid reply envelope was mailed to a total of 9,369 physicians in the United States during mid-April, 1957.

#### Survey Results:

Tabulated results from the 4,404 returned questionnaires are indicated on the sample questionnaire form shown on these pages. These figures were verified by one of the country's leading CPA organizations, whose statement is on file in our offices for examination.

Also on file are the original questionnaires, on the backs of which 22% of the physicians replying took time to write their own comments. Although it is impractical to attempt classification or tabulation of the matters touched upon by the hundreds of physicians who added individual comments to their returned questionnaires, some general impressions emerge quickly upon examination. Here are just a few of the topics physicians mentioned most frequently . . . revealing their majority opinions about medical direct mail:

● Large mailing cards are not liked, especially when they show illustrations of

Enclosure 106  
 BUREAU OF RESEARCH, INC.  
 555 West Jackson Boulevard  
 CHICAGO 6, ILL.

Would you like to "have a say" about the type of professional advertising that comes to you? Here is your chance to express your views. It will take just 90 seconds because you already know what you think about the Yes-or-No questions on the accompanying form.

Your answers to these few questions will be kept strictly anonymous -- however they will be tabulated, then presented to the pharmaceutical industry.

This information may well have an influence in shaping the type and amount of material sent to you and other physicians in the future.

Thank you for your cooperation.

Sincerely,  
 V. N. Curry, M.D.

VBC-1

Here is the introductory letter, chosen by pharmaceutical advertisers and agencies to accompany the Buckley-Dement physicians' questionnaire form. Personalization with hand-typed salutation and copy which offered doctors a chance to "have a say" helped bring a 47% return to the survey.

skin diseases, etc. which may distress patients or the public who happen to see them.

- Tricks and gimmicks create resentment in many doctors. Straight, factual presentation of product uses is preferred.
- Illustration of products and packages should be exact and accurate for easy recognition.
- Information about products should be complete, including data on side effects and contra indications.
- Dosage, cost-to-patient and packaging form should be clearly specified . . . preferable on a standard size card for convenient reference filing.
- Unsolicited advice on how to conduct his practice is resented by the physician.
- Small size mailers which tell the story concisely but completely are preferred to large mailers containing lots of "hard sell."
- Specialists are annoyed by materials which have no application to their specialty.

The brief summation above by no means covers the entire range of physician's comments. Moreover, the complete comments are of such significance as to warrant careful examination by anyone who is concerned with pharmaceutical promotion. This being the case, we are glad to make them available for study by members of the industry and their advertising agency representatives. ●

What a typical physician receives in his mail . . .

## LATEST SURVEY SHOWS ONE DOCTOR GETS A TOTAL OF 5,041 MAILING PIECES IN A SINGLE YEAR!

By Harold J. O'Neil, Vice-President, Clark-O'Neil, Inc., New York, N. Y.

THIS ANNUAL REPORT of one physician's direct mail covers the period between May 1, 1956 and April 30, 1957. During that time, a key general practitioner saved every piece of mail that came into his office . . . whether or not it pertained to his medical practice.

While a complete breakdown of what the doctor received is shown on these pages, here's some of the significant highlights revealed in the survey:

- The doctor received a total of 5,041 mailings (last year's figure was 4,453).

- Pharmaceutical manufacturers naturally accounted for most of it . . . 89.3% or 4,494 mailings as compared with 4,010 last year. It is interesting to see that this is matched by a 13% increase in pharmaceutical advertising pages during the same twelve months in the *Journal of the American Medical Association*, *Modern Medicine*, *Medical Economics*, and *Current Medical Digest*.

- Almost 45% of the mailings were made by 10 companies, 8 out of 10 of the leading mailers of 4 years ago are still in this first 10. The number 7 mailer then has dropped to number 13 . . . although making as many mailings as before (indicating how much competition has stepped up).

- Postage is paid more and more by means of the printed permit rather than the postage meter. This trend has continued for the last 8 years.

- Again, self-mailers and mailing cards dominate the doctor's mail. Over 60% of all his mail is in this form.

- If the doctor is still so old-fashioned as to use a fountain pen he'll have to look at his mail very carefully to find a blotter. Just about one a week arrived by mail in his office.

- A total of 685 pharmaceutical products made at least one appearance in the mail during the 12 months. 152 were first-timers, replacing the 140 casualties who were around last year but have since disappeared.

- 103 products were unique in that

COUNT OF MAILINGS				
Pharmaceutical	4494	4010	3534	3178
Medical books & Journals	99	91	109	78
Equipment & Instruments	48	38	52	58
Miscellaneous	400	314	264	244
<b>TOTAL:</b>	<b>5041</b>	<b>4453</b>	<b>3959</b>	<b>3558</b>

BREAKDOWN OF MAILINGS				
TYPE OF ADVERTISER	PERCENTAGE OF TOTAL			
	1957	1956	1955	1954
Pharmaceuticals	89.3	90.0	89.3	89.3
Medical books and Journal subscription solicitations	1.9	2.0	1.3	2.2
Medical equipment and instruments	0.9	1.0	2.7	1.6
Miscellaneous — includes all mail of a non-medical nature	7.9	7.0	6.7	6.9

TYPE OF POSTAGE USED				
Printed permit	85.4	81.0	78.6	73.6
Postage meter	4.8	7.9	10.2	13.3
1½¢ stamp	0.8	1.2	1.9	2.0
2¢ stamp	2.3	2.6	2.7	3.5
First class	3.9	3.3	4.0	3.6
Government post cards	2.8	4.0	2.6	4.0

CORNER CARDS				
Usual style — name and address in upper left-hand corner	74.5	70.2	63.5	60.6
Name and address on flap or reverse side	4.7	5.5	6.6	7.3
P. O. Box or street address used — no company indicated	1.2	1.9	1.7	2.5
No corner card or return address	19.6	22.4	28.2	29.6

SELF-MAILERS AND MAILING CARDS				
Sealed	6.1	5.5	6.5	5.5
Unsealed	22.2	19.5	18.0	17.8
Mailing cards	29.4	29.3	24.6	19.8
Government post cards	2.8	4.0	2.6	4.0
Sample request cards enclosed	7.1	9.5	9.5	9.9
Samples	13.0	12.0	15.4	16.3
Blotters (1 or more) enclosed	1.3	2.5	3.7	4.6
House magazines	3.4	3.0	4.2	5.1
Letters enclosed	17.3	18.1	21.8	19.3

NUMBER OF PRODUCTS ADVERTISED IN INDIVIDUAL MAILINGS				
One product	83.8	83.7	80.6	80.1
Two products	7.4	7.8	7.7	7.6
Three products	2.4	2.3	3.2	3.3
Four products	1.2	1.4	2.5	2.4
Five products	0.4	0.8	0.6	0.9
Over five products	4.8	4.0	5.4	5.7

they showed up in the mail a single time; by contrast 8 or more mailings were made on 246 products—and 59 of these really clamored for the doctor's attention by appearing on his desk 20 or more times. The number 1 product in direct mail this year made 90 mailings, the number 2—80, and the number 3—59.

- The most heavily promoted classification of products was "vitamins and nutrients" with 8.6% of all pharmaceutical mail. The combined antibiotics were second, with 7.4%; and the numerous dermatologicals third, with 7.0%. Tranquilizers have rushed from nowhere to 6.8% of the mail. ●

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Would you like to add a thoroughly experienced mailing list procurement department to your staff, without a cent of expense?

Our staff is constantly locating new lists, and adding them to those we already can make available to you on a one-time use rental.

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122 East 7th Street  
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Member of National Council of Mailing List Brokers

BETTER QUALIFIED TO SERVE

# CAPITALIZE ON DIRECT MAIL

## 40TH ANNUAL DMAA CONVENTION NEXT MONTH PROMISES NEW IDEAS & FUN FOR EVERYONE!

ON SEPTEMBER 11, 12 and 13 in Washington, both beginners and those who "wrote the book" will "Capitalize on Direct Mail" . . . at the 40th Annual Convention of the Direct Mail Advertising Association.

Working with Steering Committee chairman Lloyd F. Wood (Lloyd Wood Associates), Washington committees have mapped out three days of big direct mail doings . . . all designed to appeal to the tyros and top experts alike who'll be checking into the beautiful Sheraton Park Hotel.

Two top executives of the Kiplinger Washington Agency (*Washington Letter & Changing Times* magazine) are important kingpins in this year's convention direction. Executive vice-president Austin Kiplinger is General Convention Chairman . . . and Kiplinger sales director Harry Hites is Program Chairman.

While finishing touches are still being put on the program at this writing . . . Harry and his idea-conscious committee have already blueprinted a powerhouse. Here's just a few highlights of what you can expect during the Sheraton Park conference:

The DMAA Contest Awards Breakfast will be part of the Convention program . . . kicking off the opening meeting on Wednesday morning . . . followed by the Annual Business Meeting. After the Business Meeting, there will be two hours for a "Bull Session" . . . where beginners and old-timers can get together, compare notes, and hash over direct mail problems of the day. Next, the Opening Luncheon, followed by the ever-popular "Circles of Information," . . . arranged so experienced and not-so experienced mailers can both get the most benefit. The same new arrangement will also be used for the popular "Marketplace" on Thursday morning.

Also on Thursday, delegates will witness a new twist convention panel programming. This tell-all session has been created to: (1) Provide an answer to the problems of the direct mail beginner who finds convention speakers over his head; and (2) Offer a refresher course to the more experienced direct mail user.

Chairmanned by Robert Dale (Creative Mailing Service), the new session is "The College of Direct Mail Knowledge." Specialist "faculty" members will each deliver a 20 minute lecture . . . then answer questions about his "course" for another 10 minutes.

Here's a list of the faculty members, and a short description of their lecture subjects:

*Dean of the College:* Henry Hoke, Sr. Reporter of Direct Mail, Clearwater, Fla.) . . . "Welcome to students."

*Prof. of Mathematics:* Robert Stone (Nat. Research Bur., Chicago) *Subject:* Arithmetic of cost-per-order, budgets, return percentage, etc.

*Prof. of Psychology:* Boyce Morgan (Boyce Morgan Assoc., Washington) *Subject:* What's needed to do the job . . . letter, order form, self mailer?

*Prof. of Psychology:* William Baring-Gould (Time, Inc., N. Y. C.) *Subject:* Size and shape of the direct mail package . . . color, postage, circular, etc.

*Prof. of English:* Maxwell Ross (Old American Ins. Co., Kansas City) *Subject:* Basic rules of copywriting; emotional appeals, headlines, etc.

*Prof. of English:* Paul Bringe (Milwaukee Dustless Brush Co., Milwaukee) *Subject:* Basic rules of English; word and syllable counts.

*Prof. of English:* Lester Wunderman (Maxwell Sackheim, N. Y. C.) *Subject:* Good words and bad. Testing one word against another.

*Prof. of Geography:* Charles Spilka (Around-The-World Shoppers Club, Montreal) *Subject:* How to reach foreign markets; rules, regulations, postage, etc.

*Prof. of Art:* William Highbarger (U. S. News & World Report, Washington) *Subject:* Direct mail art and illustration; layout and design, etc.

*Prof. of Sociology:* Lewis Kleid (Lewis Kleid Co., N. Y. C.) *Subject:* How to choose and use lists; mail order markets; using your own list.

*Prof. of Sociology:* Lawrence Brettner (American Aviation Pubs., Washington) *Subject:* How to compile lists; where are people and business firms you want?

*Prof. of Ethics:* Henry Hoke, Jr. (Reporter of Direct Mail, Garden City, N. Y.) *Subject:* Legal and moral restrictions; is "free" really "free"? Hidden offers, extravagant claims, etc.

*Prof. of Advertising:* John Yeck (Yeck & Yeck, Dayton) *Subject:* How to select and use an ad agency, direct mail consultant. Costs, fees, etc.

*Prof. of Advertising:* David Margulies (Damar, Newark) *Subject:* How to select and use mail order space, advertising in radio, TV, etc.

*Prof. of Technology:* Francis Andrews (American Mail Adv., Boston) *Subject:* Mechanics of direct mail; addressing, mailing, scheduling, etc.

*Prof. of Accounting:* Albert Buchanan (Research Inst. of America, N. Y. C.) *Subject:* How to prepare records, schedules; list use, returns, costs.

*Prof. of Graphic Arts:* Richard Messner (Marbridge Printing Co., N. Y. C.) *Subject:* How to choose reproduction processes; letterpress, offset, multigraph, etc.

*Prof. of Dramatics:* Franklin Wertheim (Abbeon Supply Co., Jamaica, N. Y.) *Subject:* Tricks, gimmicks and stunts for showmanship direct mail.

This information-packed curriculum will be offered twice during the day . . . so everyone will have a chance to "graduate with honors." It's a convention innovation you won't want to miss.

Friday morning will be devoted to "How not to do direct mail advertising" . . . with the Closing Luncheon at noon, including introduction of new Board Members, Chairman of the Board, etc.

### Entertainment For The "International Set"

The entertainment schedule (chairmanned by Ralph Ives) shows there will be plenty of partying on the Potomac! Exhibitors will be treated to



You've got to get the prospect **INSIDE** to get your message **OUT**. Tension's Display Window Envelope beckons your prospect inside into your sales story. Frame a "teaser" portion of the enclosure with a die-cut display window. Utilize color from the sales material (appearing through the display window) to create interest, bring action and increase returns. Tension's manufacturing skill assures "perimeter sealing" of the window patch for smooth, snag-free inserting. Display windows can be die cut in almost any shape—in any position.

**FREE SAMPLES!** Get the whole wonderful story of Tension Display Window Envelopes, including typical samples. Write now to:

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322

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Reduced or Enlarged...  
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With our newest equipment, Rapid Film-Lettering gives you a choice of lettering styles in *exactly* the sizes you need for your layouts or mechanicals, eliminating the usual delays and expense of stats.

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FOR SALES PROMOTION THAT  
REALLY PROMOTES SALES

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MERCHANDISE & MAIL ORDER COUNSEL

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SALES DEVELOPING SERVICES

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new york 22, n.y.**

a special party and reception Tuesday night. For delegates, there will be a "Military Night" dinner on Wednesday . . . featuring top entertainment from all the services.

Thursday's festive fling will unveil another unique convention idea . . . "International Night." At 6 o'clock everybody's invited to an unusual Wine-Tasting Party & Buffet . . . followed by the opening of a gala "International Bazaar." Here you'll find a bevy of fascinating booths . . . where you can buy all kinds of merchandise from the world over. Music and entertainment sponsored by the Pan American Union will add to the festivity of the world fair atmosphere. Countries from all over the globe are participating . . . and all proceeds will go to the International Rescue Committee (CARE).

This brief sketch of next month's Convention doesn't begin to tell all that's in store for DMAA "40th" delegates. Newcomers will find the three days at the Sheraton Park will fill them to the brim with live ideas and new information. And seasoned convention veterans will find that life really begins at 40 . . . DMAA's convention number "40" in Washington.

So whether you're young or old, head of the department or just breaking in . . . come to Washington on September 11 and really "Capitalize on Direct Mail!" •

## 36th MASA Meeting . . . "Profits on the Potomac"

WHEN DMAA moves into Washington's Sheraton Park Hotel September 11, they'll be hot on the heels of the Mail Advertising Service Association's 36th Annual Convention . . . at the same hotel September 7 to 10.

MASA's "Profits on the Potomac" meeting this year is Co-Chairmanned by Dail Elkins and Tom Driver . . . both of Batt, Bates & Co., one of the finest lettershops in the country. Dial is remembered particularly by MASAers for the bang-up job he did as General Chairman of the 1952 conference . . . rated by many members as the best in years.

Program Chairman Haines Dennis of United Printing Service has lined up a fast-moving four-day program which covers every phase of shop operation . . . from management and production to creative services and selling. 37 different topics are on the list of "how to" sessions.

# UPGRADING LETTER COPY

by Paul Bringe

Milwaukee Dustless Brush Co.

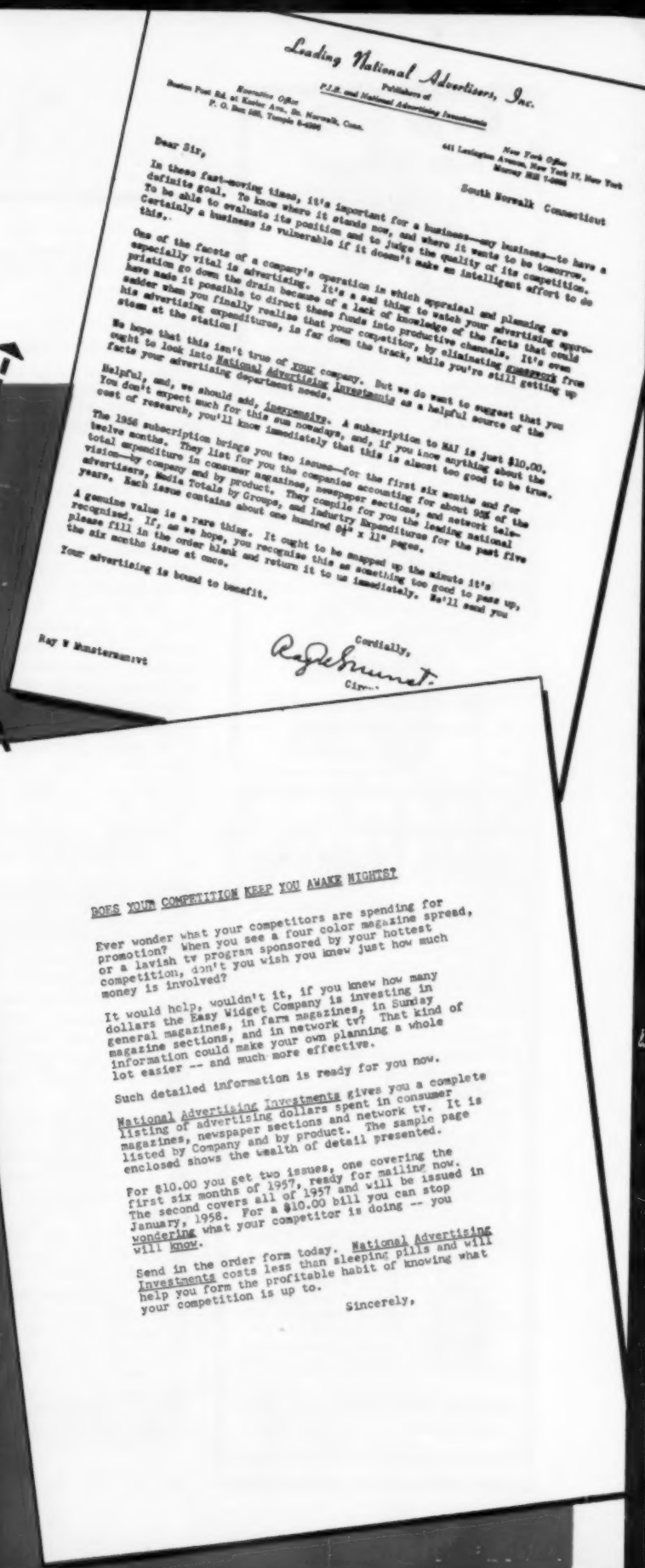
This letter illustrates a fault we are all guilty of on occasion. The writer winds up too long before he throws the ball. If a pitcher dawdled as much, he would be tossed out of the game. And perhaps the letter is tossed out too, before it has a chance to make a pitch.

The writer uses two paragraphs to talk platitudes about "a business—any business." But the reader doesn't care about some one else's business, just his own. We'd better talk about the reader's business quick, before we lose him to the next writer who does.

When your letter lands on the morning stack you have paid for two seconds of your reader's time. It will take him that long to decide if he will read more than the first line. That's when you must intrigue and beguile him with a statement that beckons into your reason-why copy. Spend an hour writing your lead statement. If it is good enough, ten minutes will do for the rest of the letter. Put enough time on your opening statement and your letter will write itself—you will have written it mentally while searching for the fire-cracker.

Take another look at the first two paragraphs. The writer does not know quite what he wants to say, so he pads with blah, blah words. He has a business doing what no business ever did—having a goal, knowing where it stands, evaluating its position, judging its competition and making an intelligent effort. Living people do these things but never a business. In the second paragraph he has us watching our dollars go down the drain while getting up steam at the station. Pulls us from the bathtub to the railroad station rather fast. A bit disquieting!

The rewrite uses just one theme—worrying about competition. Can there be any other reason for buying the information offered? Notice the rewrite opens and closes with the same thought. If you can bring your letters full circle back to your strong-point, you will be saying hello and goodbye with the best you have to offer.



**Now you can reach  
those customers  
who want to  
reach you**

For mailers' use on a one-time rental basis, America's largest owner source of mail order buyers has 144 different lists. Each is a preferred list of identified men, women and juvenile cash mail order buyers—6,000,000 names of individuals who have bought just about everything ever sold by mail.

Among them are the people you want to reach . . .

Among them are the people who want to reach you . . .

Send for our brand new free directory today.

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You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality *Black & White*, *Benday* or *Color Process* printing plates.

In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR FILM ON PHOTOENGRAVING

**Operating Twenty-four Hours a Day,  
Four Shifts Every Work Day**



**P. S.** A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

**HORAN ENGRAVING CO., INC.**

44 West 28th Street, New York 1, N. Y.  
MUrray Hill 9-8585

Branch Off.: Newark, N.J., Allentown, Pa.

# "Reed-able Copy"

*A Monthly Clinic Conducted by Orville Reed*

**Live Up to Your Promise**

There's been a lot of loose talk in these pages and other places, too, on the subject: **PROMISE THE READER SOMETHING**. Of course, a prime necessity to writing an effective letter is to get over onto the reader's side of the desk and tell him what's in your offer for him. But never forget one thing—you're not apt to go back to a store where you have been short-changed.

As Robert W. Service says so well in his rhyme *The Cremation of Sam McGee*—"A promise made is a debt unpaid." If you promise your reader something, make sure you don't leave it there as a "debt unpaid." Pay your debt by showing him **WHAT** and **HOW**.

A couple of for instances. Take a letter that begins: "Here's a plan (or product) that cuts your office costs 20%." Of course I'd like to cut my office expenses. So I read your letter. You've promised you can do it for me. But you follow up the lead that got my interest with a lot of generalities about what a wonderful plan you have, a description of it, how it works, what it is supposed to do.

You've short-changed me.

What I want to know is **HOW** your plan (or product) saves me money. Who has actually reduced his office costs with your system? Don't give me any of that "prominent manufacturer" stuff. Actual names, addresses, please.

Or, if you haven't room in your letter to back up your promise with facts and testimonials, offer to send me a booklet of case histories with actual situations and figures that apply to my problems.

There's a lot of "debt unpaid" type of direct mail going to prospects every day. The reason for it, perhaps, is the struggle on the part of the copywriter to make an amazing benefit statement in the first paragraph. Once he gets that opening paragraph the way he wants it, he then thinks of ways and means to justify it. That's putting the cart before the horse.

Look over your letters. A strong benefit lead in a letter is weakened unless you can follow up with strong evidence that you can make good on your promise.

You may think I'm making a mountain out of a molehill. But carefully read the direct mail that drops on your desk every day. See how much of it gets your interest because it promises an end result you want very much.

Note how much of such mail fails miserably to prove its point. See how much of it gets your attention and then dissipates your interest by veering off into glowing descriptions of a product or service with little or no proof that you'll get what you want if you buy.

**Are You With Max?**

In case you are not personally acquainted with Max Ross and his accomplishments in direct mail . . . hear this! For my money, he's a top direct mail writer. When he was with **QUICK** magazine his letters were gems. Now he's doing a wonderful job bringing in business for Joe McGee and the Old American Insurance Company with letters that really sell. (See OAI interview on page 24.) One of his present projects is the writing of the comprehensive, down-to-earth **NRB CORRESPONDENCE MANUAL** for National Research Bureau. I've had the extreme pleasure of reading the manual in manuscript form. For the first time, anywhere, here is a manual that entirely covers the field of correspondence and direct mail, and there isn't a platitude in it. Every line contains stuff you can use right in your own business every day to improve both your general correspondence and direct mail. No one, pro or novice, can possibly write as good a letter as he is capable of writing until he has read this manual.

That's what I think of Max Ross and the work he is doing. And that's why I wrote him some time ago asking him what suggestions he had for making **REED-ABLE COPY** of more

help and more interest to you, the reader.

Here is a part of his answer: "Could you devote some columns to constructive criticism of actual letters? I think most people like to read comment. People who watch TV get a kick out of reading columnists who talk about the shows they have seen the past week. Why not run commentary on direct mail you see each month—particularly where the piece mentioned is one a large number might have seen."

I have no further comment, but do have a question. Are you readers more interested in comments on current direct mail copy, or in specific principles or tips on how to improve your copy, a combination of both, or what?

I sweat over this copy every month and try to keep in mind one thing—to make it helpful! Let me have your comments. But remember, when you send them in—this is a department about copy. It never deals in testing, lists, envelopes, types of addressing. It's one job is to try to upgrade (and thereby improve the results of) direct mail copy.

#### Henry Will Like This

Mr. John Lind, Manager Policyholders' Service, Union Central Life Insurance Company of Cincinnati, has sent out a general letter with this opening paragraph:

The late Will Rogers often said, "All I know is what I read in the papers." He probably said this with tongue in cheek because he didn't believe everything he read. We don't either!

Here is a good letter using a quotation in the opener. The transition from this quote - a famous - name opener is done in one sentence: "But we are intrigued with predictions." Then the letter talks about the average life span, quoting from a speech an Arkansas physician made at the American Medical Association: "In 1999 the life span of a man will be 150 years and women will remain young, beautiful . . . indefinitely—well, our eyes lit up. It makes you wonder if you were born years too soon."

I bring this up, not only to fence with Henry Hoke, but as a good illustration of an interesting letter that is so patently good natured you just want to read it.

Sometimes in dredging up facts about the benefits of our product or service, we're inclined to get slightly pontifical, a little too serious, stuffy and, perhaps, boring. If you can mix a little fun with your facts, you might find more people reading your stuff.

#### Are Your Letters a Bore?

When you talk face to face with a fellow you want to tell something to,

**A SHORT, SHORT LESSON IN LETTER WRITING**

**EVEN THOUGH YOU THINK YOU GOT IT WELL TRAINED, ALWAYS BE ON THE ALERT**

*mm. 3*

M. W. FINKENBINDER, FULTON, MO.

**ACCOUNTING**

**ADDRESSING**

**STATISTICAL AUDIT**

**AUTOMATIC IN-FILING AND OUT-FILING**

## USE PUNCH CARDS FOR ADDRESS-MASTERS

- Cut Costs in **HALF**!
- **DOUBLE** flexibility!

Scriptomatic uses CARD masters (IBM, Remington-Rand, Samas, or ledger or index) to address directly to tape, wrappers, envelopes, booklets, on one machine. There's no limit to the versatility of punched card Scriptomatic masters for automatic in-filing, extraction and electronic sensing, for matching, sorting, etc.

Write for File "Scriptomatic Methods"

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300 North 11th Street, Phila. 7, Pa.



S-701

**FORMS**

**FOR YOUR BUSINESS**

**STANDARD STOCK SNAP-APART SETS**

**CARBON-INTERLEAVED**

CHECK LIST	<input type="checkbox"/> Bills of Lading
	<input type="checkbox"/> Invoice Sets
	<input type="checkbox"/> Statement Sets
	<input type="checkbox"/> Voucher Checks
	<input type="checkbox"/> Request For Quotation
AND	<input type="checkbox"/> Purchase Order Sets
WRITE	<input type="checkbox"/> Receiving & Req. Forms
	<input type="checkbox"/> Sales Order Sets
FOR	<input type="checkbox"/> Correspondence Sts
SAMPLES	<input type="checkbox"/> W-2 Tax Forms
AND	<input type="checkbox"/> Snap-Address Labels
PRICES	<input type="checkbox"/> Registers & Register Forms

Imprinted with Your Name, etc.

ALFRED ALLEN **Watts** COMPANY, INC.

10 Day Shipment—Low Price

ALLWOOD P. O., CLIFTON, N. J.

Plants: N. Y. City, Newark, Belleville & Clifton, N. J.

you can grasp him firmly by the lapels and force him to listen. When you address an audience from a rostrum you can have the janitor lock the windows, fasten all transoms and station armed guards at every door so that no one can sneak out. And, in polite society, listeners will suffer through what you have to say although they may decline a future invitation to spend the evening with you. But—IN PRINT—it is impossible to bore a reader. A reader will give your direct mail a run for its

money. He is just as quick to give it the run around if you fail to catch and hold his interest.

The instant your direct mail begins to bore him, he'll quit reading, toss it aside, go to sleep or absent-mindedly think about something else. He simply will not be bored.

So, no matter how marvelous you think your product is, no matter how wrapped up you are in its selling points, bear in mind that the only way you can interest a reader is to dress up what you have to say in

interesting garb that will get your reader's interest and keep it through what you want him to read.

It's impossible to bore a reader.

#### Sour Note

If you own a Zippo lighter you probably know of the unusual service the Zippo Company gives its lighters. If anything goes wrong with your Zippo, all you have to do is send it to the factory. They'll repair it, send it back to you as good as new, at no charge.

We had occasion to use this service recently. The package in which our lighter was returned contained a small slip of paper headed: IMPOR-TANT NOTICE. Here's the copy:

It has been a great pleasure to put your lighter through our Zippo clinic. It has been completely checked at no charge. Zippo has made the world lighter conscious, not only because we have a lighter that works, but also because we do not bring out the well known chisel to make a profit again on repairs.

Wonderful service. A good product. But that slight slap at competition, "We do not bring out the well known chisel" left us with a bad taste in our mouth.

We wonder how many other Zippo owners reacted the same way at this not too subtle crack at competition.

#### Doubtful

Here's a statement that goes in my "doubtful" file. Black's Readers' Service, Roslyn, L.I., New York, uses the following in its mail order copy:

How is this amazing offer possible? First, because of the great demand for these volumes, a tremendous printing has been ordered—cutting costs to the bone. Also, by offering these beautiful volumes direct to the readers, many distribution costs have been saved. The savings are passed on to you! That might be appealing to Mr.

Average Reader. I don't know. But to anyone who knows about selling and merchandising, a doubtful point is made here. It would be hard to prove that by distributing direct to the ultimate consumer "many distribution costs have been saved." Doesn't quite ring true to me. Does it to you?

#### Curtis Comments

Ralph T. Curtis, one of the nicest

## Calendar Blotters

... THE ADVERTISING PIECE WITH 12 LIVES!



... and Doubly Effective when Printed  
on QUALITY **SORG's BLOTTINGS!**

There is a Quality  
**SORG BLOTTING**  
for every Price  
and Purpose

- Sorg's Kramake Blotting
- Sorg's Enameled Blotting
- Sorg's Bluebird Blotting
- Sorg's Embossed Blottings (Mosaic and Basketweave)
- Sorg's Utility Half-tone Blotting
- Sorg's Porcelain Blotting
- Sorg's Record Blotting

There's no more effective or more economical way to get a sales message on a prospect's desk—and keep it there—than with a 12-month series of calendar blotters.

Simply take the tremendous retention value of a blotter, combine your sales message with the added utility of a calendar, and apply the finishing touch by printing the job on one of Sorg's quality blottings—the finest blotting paper any sales message can use.

Ask your Sorg distributor for swatch books of the Sorg Blotting grades. From the magnificent array of finishes, colors, sizes, and weights, you are sure to find the right blotting in the right price range for your purpose.

Contact your Sorg Blotting distributor today!



**THE SORG PAPER COMPANY • Middletown, Ohio**

Manufacturers and Converters of Stock Line and Specialty Papers

#### STOCK LINES

WHITE SORG • CREAM SORG • LEATHER EMBOSSED COVER • PLATE FINISH COVER • EQUATOR INDEX BRISTOL  
EQUATOR ANTIQUE • TENSAX • MIDDLETOWN POST CARD • 410 TRANSLUCENT  
No. 1 JUTE DOCUMENT • GRANITE MIMOGRAPH • SORG'S BLOTTING

Offices in NEW YORK, PHILADELPHIA, CHICAGO, BOSTON, ST. LOUIS, LOS ANGELES

guys you'll ever hope to meet, does a swell job with printed salesmanship for Keller-Crescent Company of Evansville, Indiana, and its many printing and promotion clients. Here are a few of his choice words about "dearless" letters, inverted letters, and keeping out of a rut. (What follows is typically Ralph Curtis, spelling and all.)

Now 'twas only t'other day I tipped you off that I was agin certain kinds of clever things. I try not to be a stodgy old fossil. Fact is, I go out of my way to keep out of ruts. I simply refuse to get in the habit of going to the office the same way. And yet, when new letter formats cropped up years ago, I was one who stuck to my own. And when my friends in the business kept telling me to use dearless letters, I accused them of second childhood.

Another thing, back in those days, my boss kept knocking off the first paragraph of my sales letters. Finally, I got the idea of how to make a quick take-off. Once I omitted everything but the close, and started out: If you'll sign the enclosed card and mail it back today, you'll get this barrel of apples for only a few dollars and some cents. Then started back with the story I usually do at the beginning. So help me, it worked!

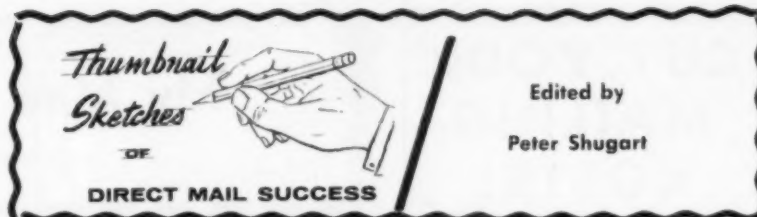
#### Say What You Mean

We'd like to be able to make a typical comment a la The New Yorker Magazine on a headline of an ad about an air refresher. It reads: "DON'T BOWL THEM OVER WITH STRONG COOKING ODORS . . . USE GOOD-AIRE." The best we can come up with is that we've checked our guests and they would rather be bowled over with cooking odors than with Good-Aire.

#### Good Reporting Means Brevity

A British fledgling reporter had been reprimanded for overlong accounts, and told to be brief. His next story was turned in as follows:

A shocking incident occurred last night. Sir Reggy Blank, a guest at Lady Briny's ball, complained of feeling ill, took his hat, his coat, his departure, no notice of his friends, a taxi, a pistol from his pocket and finally, his life. Nice chap. Regrets and all that.—JOHN CANNING, JR.  
From *The American Salesman*, June 1957 issue.



Edited by  
Peter Shugart

The purpose of this department is to give you thumbnail sketches of authenticated direct mail successes. In order to get a release of confidential figures, we have promised that names and addresses and identifying details will be withheld.

**Direct Mail creates \$13,000 sales per year** for crippled electrical appliance salesman. He gleans his prospects from his company's service file. Currently using list of 4,000 names. Each month around 2,000 pieces go out—either postcard or letter. About 60% of his sales from old customers or from direct mail. His Christmas card brought back 110 responses from folks he did not know.

\$

Carpet retailing method study reveals that **direct mail promotion can secure the best leads**. Basic format is letter plus promotion pamphlet from the manufacturer. On the average 75% of home calls result in sales against 25% prospects sold in store premises. Obviously—anything that gets your man into the home is the answer—and direct mail can do it.

\$

**Sales were boosted to \$1,250,000 for floor covering company using direct mail**. Key piece is a tabloid style four-fold, off-set newspaper, filled with photographs, interesting news and general information. Power of readership was proved recently: Offered left-over asphalt in box-announcement. Surplus material was sold at bargain price within 30 days after mailing. Company sends out 1,500 at a time. Goes to architects and contractors.

\$

**30% return from 700 top management executives** is mighty interesting. Packaging division of paper company used highly screened customer and prospect list. Gifts such as water color paint set, branding iron for barbecues, spice assortments and a letter which sold features of packaging comprised four mailings. Included a brochure describing 17 minute color film on "design" with reply card to ask for showing if wished.

**25% of overall trade is obtained by direct mail** reports shoe store head. He mails circulars on "new styles" to high school girls. Following "fads" and keeping up with her girl friend are prime motives says this retailer.

\$

**Direct mail increases volume 30%** claims infant children clothing shop. They make card for each customer-family; list number of children, their sizes, family's address, sex of children and telephone number . . . with great ease they then "target" their mailings to precisely the right prospects.

\$

**Inquiries increased (at home office) from 100 per month to 1,000 per month** out of hard-hitting manufacturer-dealer direct mail cooperative effort. Overall-Sales increase of 10% enjoyed by this steel maker . . . six pieces cost his dealers 80¢ per name. Company splits cost and the net cost of total campaign runs to \$50,000 for direct mail alone. Maker estimates 80% of dealers are solidly behind the campaign and about 800,000 pieces are mailed every year. This is expensive direct mail because the art work and structure (pop-ups, complex folds) make it so. No test of effectiveness of different pieces has been reported.

\$

**Power of color in direct mail** is convincingly demonstrated by specialized horticultural retail-wholesale outlet. 16 page brochure in full color to about 50,000 prospects and previous customers with special reply envelope and order blanks resulted in 5,000 orders. This was a 10% increase over previous mailing. First time color was used sales were increased 35%. High rate of referral from regular customers to friends is noted.

## CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for **general purpose tying** of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in time and time. Let us prove it on our trial basis.

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Single issues sell for \$20.00. Your sample is a big value. One idea used can make you hundreds of dollars in extra returns. Now, the revised 1957 Clipper helps you design circulars, bulletins, catalog pages, cover pages, ads, posters, house organ pages, in fact, any kind of printing—in color, too. Scores of new easier-to-use ideas with every issue.

Published monthly, subscribers include firms like Prudential Life, I.B.M., Pontiac and many others you know. Besides sample, you will get sensational new trial offer. No obligation. No salesman. Attach one dollar to letterhead and mail TODAY to Mail-Ad Services, Inc., 108 Walnut St., Peoria, Illinois.

## My Mail Order Day

By Jared Abbeon

The main object of your being in the Mail Order field is I presume to acquire a bit of the Actual, the ammunition, the bacon to bring home, the ballast, the beans, the berries, the blunt, the boodle, the brass, the browns, the bucks, the bullets, the cabbage, the checks, the cherries, the chink, the chips, the clink, the coal, the coin of the realm, the collateral, the corn in Egypt, the courage, the cash, the cush and I'm only up to C, but you get the idea—MONEY.

However, in the course of your pursuit, you soon notice that while you are in business offering your legitimate merchandise at a fair mark-up in the hopes of taking home a sweat stained bundle of The Necessary at the end of your toil laden day there are some bright boys who under one guise or another will try to make you part with your loot in return for a great big nothing. These characters don't even offer the proverbial mess of pottage.

Ignoring the soft-song con men who use the telephone and the con-eroos who come drifting in the front door with their sob song and dance of a tear jerking tale we shall in this month's column take a quick peak at some of the stuff that comes in with the morning mail.

After a while in the Mail Order game you don't pay any attention to these letters because for one thing their very number is a giveaway to the worthlessness of the whole proposition. So you don't answer them. However just once I would really like to write an answer—so here goes. The quotes are fictitious and any resemblance to crumbs living or dead is purely coincidental. That ought to take care of the legal angle just in case any of my loyal royal army of readers is engaged in bamboozling the gullible.

No. 1—A four page masterpiece that goes—"here is the way we intend to print the description of your new article in a coming issue of 'The Trashman's Monthly Delight.'" Our publication probably reaches the

most important group of business executives in America today." This goes on for pages of high pressure drivel and then comes the clincher. "Just check here and we will print it 'till forbid' at \$24 per insertion. If you want a picture with it a mere \$50 covers the arrangement." If you don't fall for that gag the next offer is to publish for 50c per inquiry. I know one poor chump who fell for the per inquiry angle and as he put it "I never knew that one publisher could have so many worthless friends."

My answer to this offer would be as follows, "Dear Sir: Re your letters of the last five years on the average of one a month—DROP DEAD. Signed Cordially and Sincerely Jared Abbeon.

No. 2—Dear Sirs:

Will you please donate material to be used for sample, advertising, or drawing, at a "Sample and Advertising Party" my Society is holding on \*\*\*\*, 1957. Proceeds for charity.

Thank you for your kindness.

Mrs. ....

Answer: Dear Mrs. ...., Please don't thank me because I am not going to send you a darn thing. For one thing you are not even a customer of my firm. For another thing your Society is not even located anywhere near our town. For a third thing although I think that you are legitimate (no pro would use such an obvious hectographed form letter) there are quite a number of outfits soliciting old clothes, merchandise, etc., in the name of some sweet charity and then using all but a paltry few dollars for "overhead." So the answer is no. Cordially and sincerely, Jared Abbeon.

No. 3—"Three weeks ago I sent you \$-... loose in an envelope with an order for your No. ... and to date have not received same. Please send it at once as I am waiting for it."

Funny thing people never seem to lose checks in the mail, and money orders always get here—only cash

goes astray—I doubt. So we answer.

Dear Sir: Please inform your local Postmaster of the fact that a letter from you containing cash money is missing in the mail. This could be a serious Federal Government matter. Our carefully kept records show no sign of its having been received here. We will on request from you be glad to ask our friends the local Postal Inspectors to make a search from this end. In the meanwhile we are sorry to hear of your loss and will do our best to help. Send us a check or Money Order for One-Half of the original amount and we shall accept it in full payment of your order. Thus splitting the loss. Cordially & Sincerely Jared Abbeon — Anyone want to take \$20 to \$1 that we will never hear from Willy the Weeper again.

Letter No. 4—Gentlemen: We are going to have a Fisheree Contest here during the Sunday afternoon picknick of the Junior Chamber of Convention Hosting here in the Incorporated Township of West South East Big Little Falls, Pennslytucky. No need to tell you that some years as many as 237 people turn out for this annual attraction. The stimulus for this competition is the attractive prizes which are donated by intelligent firms like yourselves who realize the benefits to be derived from contributing to affairs of this nature. Any donation of a prize by your firm will be greatly appreciated by us and also should prove beneficial to you all. Very truly yours, Chisel B. Shave President, J.C.C.H.

Answer—Dear Chisel: You all got the wrong passel of pups when you sent us that letter. We get about fifty of them a year asking us to donate our hard earned plunder as prizes. Funny thing is we are not in the Fishing Equipment Business. I shudder to think how many of these bumbling letters a legit manufacturer of tackle must get. They must be fools enough to contribute as this racket goes on year after year. Tell you what I'll do, I'll make you a counter-offer—send me about \$100 worth of your local products, if none, cash will do and I will be most happy to raffle them off in our plant here. Will also send you a letter of thanks from the winner. Yours for bigger fish. Jared Abbeon.

Letter No. 5—Dear Pipsqueak supplier—As you can see by this most impressive letterhead I am the President of a mighty big Corporation.

Please send me your mailing list recommendations **FREE OF CHARGE.**

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

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PHONE: Spring 7-7460  
CHARTER MEMBER: National Council of Mailing List Brokers

**SEND THIS COUPON!** It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

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How to double your net profits from your mailing lists.

will help you turn your mailing lists into extra dollars quickly and easily! This Book, by Jim Mosely, is packed with **TESTED IDEAS** and **TECHNIQUES** gathered from 20 years' experience — to bring you added profits year after year. Step by step, this informative Book answers your questions and shows you how to find overlooked profits from your mailing lists. Send today for your **FREE COPY** of "How to Double Your Net Profits from Your Mailing Lists." Just attach ad to letterhead or business card. No obligation.

Dept. R-44  
**Mosely MAIL ORDER LIST SERVICE, INC.**  
Mail Order List Headquarters  
38 Newbury Street Boston 16, Mass.  
"Mosely sends the Checks"

And as you can see by the enclosed donation blank I am very interested in a very worthy charity. So Mr. Supplier reach down in your poke bag and send in a contribution to MY favorite charity. Signed Julius Augustus Bigdome, Rex Imperator of Billions Inc.

Answer—Dear Jack, You do your charities and I'll do mine, and I have the cancelled checks to prove mine. Cordially & Sincerely Jared Abbeon.

Letter No. 6—Gentlemen: The enclosed clipping from another publication would make a most readable story in our publication—etc., etc., etc.—cut charge \$15—plus \$5 per column inch. And all this is absolutely free. Sincerely Yours.

Answer—Gentlemen, Thanks for your offer of Free Space in your publication which I understand circulates some 137 copies. Send us your

check for \$75 by return mail for our trouble in preparing copy and we shall be pleased to send you our check back for \$35 to cover. Free cut and Free space charges. Cordially and Sincerely, Jared Abbeon.

Letter No. 7—Dear Jared, I intend to go in the Mail Order racket (note that choice expression). What is a good product for me to sell? Can you guarantee it will make a profit? Your friend, Betsy Smettsy.

Answer—Dear Buddy Betsy, If I knew a good "guaranteed good" product I would be selling it myself. Please excuse this crayon writing because when I read your letter I threw my typewriter up against the wall, and they don't let me have pointed instruments for at least an hour after the mail arrives in the A.M. Cordially & Sincerely, Jared Abbeon.



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## A FINE, NEW BOOK ABOUT LETTERS

He's done it! Ferd Nauheim's written a book. Called "Business Letters That Turn Inquiries Into Sales." We predict it'll have a long and successful run.

We like it for several reasons. First, it is stripped of the formula stuff. Throughout each chapter, Ferd deals with the really important part of the many, many kinds of letters that must be written every business day . . . attitude, the attitude any writer must assume before an intelligent, apt and complete letter can be toolled.

Secondly, Ferd's ideas on attitude are splendidly illustrated with really new, interesting examples of good letterwriting. They're an inspiring collection of firm, sensible, good business ethics.

Thirdly, his last chapter provides an exam every business letter writer should be required to take. Ferd presents six problems under the heading of "How To Handle Delicate Situations." He asks that you write six letters to solve the six problems. Only after you've written yours can you refer to the six he's written with complete analysis of why he wrote them the way he did.

Fourth reason we like the book is because Ferd's authored a number of articles for this here sheet . . . three within the last year. So he's a 'member of the family,' we've watched him climb the ladder to become one of the best letter-writing pros in the business. Get his new book. Published by Prentice-Hall.

## MORE ABOUT QUESTIONS

**Reporter's Note:** Seems like we stirred up quite a controversy when we mentioned (favorably) some months back a growing trend toward using quotations for letter openers. Idea is as old as the hills, but it was given modern impetus by the witty speeches of the late Tom Beck, former chairman of the board of Crowell-Collier. Some of you may enjoy this reaction . . . received from Paul Bringe after he read the June 1957 REPORTER:

**DEAR HENRY:** Your June issue is outstanding. I very much enjoyed the material by Nicholas Samstag and I think the s. mouse business by Mr. Milhon of Cleveland is out of this world. The mouse routine is great if the writer has the capacity for keep-

ing up the light touch over a long period of time. It seems to me that might be difficult but the material you have printed on it is certainly wonderful.

I must get in a few words on your suggestion of using quotations for the opening of a letter. I agree with Bus Reed, but for different reasons. Perhaps I can explain this with a somewhat involved story.

It seems a farmer near Milwaukee wanted to pen in his pigs with an electric fence and proceeded to do so. The pigs soon found out what the fence was for but in spite of this, they all managed to squeeze under it to get to a neighboring cornfield, not without much squeeling while they were getting the shocks.

It seems after a day's foraging in the cornfield, they came back to their pens the same way by squeezing under the fence and taking the shocks. Now, this farmer says that each day the pigs will test the fence gingerly and then back off about ten feet. Then it seems almost as if by a prearranged signal they will start squeeling and advancing toward the fence and then squeeze underneath it, squeeling all the time until they are through.

The interesting point about this is that the pigs are convinced the squeeling routine is a necessary part of getting through that fence and therefore they start their squeeling long before they have been hurt.

Now that brings me back to your telling your readers to use quotations as the openings for letters. Certain of them will quickly become convinced that quotation openings are the thing to use and, in their minds, it will become part of the formula for direct mail letters. Like the pigs, they are going to go into the act whether or not it is necessary to accomplish their purpose.

Now, that's a rather long and involved story to make a point. Sure, quotations are O.K. providing it helps the sales story. However, if it's just a cute device to gain attention, then it's for the birds. When you boost any particular device or phrase for use in direct mail, you immediately have a thousand hammerheads slavishly using it in the next letter they send out.

I have been amazed at the way in which some readers have picked up some of my rewritten letters and attempted to use them almost word for word to sell some other product. The result is in most cases ridiculous but

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- that makes SALES
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Write me about your plans or problems

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Distinctive literature with that come-hither appeal that impels, tells, sells. Request Fitzjohn book—on your l.h.

*"That Fellow Bott"*

Leo P. Bott, Jr., 64 E. Jackson, Chicago

**ORIGINAL  
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Add Sparkle to your advertising with top quality original art. Use monograms, hand-lettering and drawings in letterheads, catalogs, labels and packages for product recognition and prestige. Send sketch or idea for return mail quotation.

5400 S. Greenwood Ave.  
Chicago 15, Ill.

that sort of thing serves to pinpoint an individual who will never have much success with direct mail because he refuses to think for himself. I suppose as long as the direct mail field has enough spectacular success stories to talk about, it will always attract people who think they can achieve the same success by copying the exact procedures of others. You know it can't be done.

This is just a little idle chatter this morning stimulated by your excellent June issue. ●

### SILLY . . .

But it adds a touch of lightness and humor to offset summer heat. Picked this out of Summer 1957 issue of *Herst's Outbursts*, house magazine of Herman Herst, Jr. (philatelic

dealer) of Shrub Oak, N. Y.

This is admittedly silly, but we'll wager that an exhibit written up around this hypothetical conversation, and illustrated by a stamp from each of the respective countries mentioned, would bring down the house (and perhaps in more ways than one!)

WAITRESS: Hawaii? You must be Hungarian.

PATRON: Yes, Siam. Venice lunch ready? Can't Jamaica little speed?

W.: Don't know whether we can Fiji that fast, Alaska.

P.: Never mind asking her. Put a Cuba sugar in my Java.

W.: Sweden it yourself. I'm just here to Servia.

P.: Denmark my bill and call the Bosphorus. He'll probably Kenya. I don't Bolivia know who I am.

W.: No, and I don't Caribbean.

P.: Samoa your wisecracks, eh? What's got India? You think maybe this arguing Alps business?

W.: Canada noise, Spain in the neck, I Moscow now. ●

## VOLTAIRE WAS A DIRECT MAIL EXPERT

**Reporter's Note:** We think this item ought to be added to the historical records of direct mail. Tom Dreier dug it up for inclusion in *THE CURTIS COURIER*, house magazine of Curtis 1000, Inc., Hartford, Conn.

One of the greatest French writers, philosophers, and fighter for human rights, was Francois Marie Arouet de Voltaire (1694-1778). Actually his name was Arouet. The Voltaire part was an addition of his own. In 1758 he established his home at Ferney, about four miles from Geneva, in France. Here he entertained important people from all over the world and enjoyed an income equal to about \$100,000 a year.

Our Texas editor friend, Jack Dionne of Houston, tells about Voltaire as a direct mail advertiser. At Ferney, Voltaire, in addition to his writing

## What are **you** doing about that **FREE** white space on **your** envelopes . . . . . ?

The power of an "open me up and see what I've got for you" message on mailing envelopes is well established. The extra power of color on your envelope has been proven. And now, through the economy of gang-runs, you can use the free white space on your envelopes to tell a story in full color process . . . quality color. Use the coupon to request free samples and full details on prize-winning Picto-Chrome® Sell-velopes.

### GET FULL DETAILS

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2412-24 17th St., N.W., Washington 9, D. C.

Please send details and FREE SAMPLES of full-color Picto-Chrome Sell-velopes to:

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### PICTO-CHROME® offers you . . .

4-color process #10 Envelopes

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**100M of both only \$16.85M**

\* Reg. U.S. Pat. Off.

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"full-color  
on envelopes  
produced  
fabulous  
results"

● FERD NAUHEIM  
Nationally known  
direct mail expert



FERD NAUHEIM

established a weaving and watchmaking industry.

Jack dug up somewhere the fact that in 1773 he sold 4,000 fine watches for more than half a million francs. His weaving industry was selling stockings to the ladies of France.

Voltaire created all this business through the writing of his marvelous letters. Whether he wrote poetry, prose, the drama, the church, politics, he always inserted something about the watches and stockings they made in Ferney. And thus the business grew. His personality—one of the admittedly most impressive personalities in all history—went into those letters. People took an interest in him, in his products, his ideas, his village, and the sage of Ferney.

His direct mail brought responses and orders from much of the world—from the great and small alike. Catherine II of Russia ordered one thousand rubles worth of his watches at one time.

He sent out no ordinary circular letters. Each one had something that the reader enjoyed, and remembered. And so thousands of them ordered his goods.

Thus one of the mightiest writers of all time, also proved himself to be an advertising man of genius. ●

## WATCH YOUR LIST

*The New Chicago Telephone Directory*, now being delivered, **IS IMPERFECT!** (And so is the telephone book in your town—even the latest one—and before it reaches you from the printers.) Because many people whose names appear, have moved, gone out of business or died. At no time is the list ever accurate (except in the smallest community). Even after the Chicago book is first out, a DAILY supplement of discontinuances, changes in address and new subscribers is issued to all Chicago telephone operators. It averages 1,000 names. That's DAILY, you understand.

No large list of 5,000 or more names is ever 100% accurate after 24 hours! On a list of 1,000 names only three years old, 886 were absolutely worthless for one concern. **CHECKED YOUR MAILING LIST LATELY?** Maybe that's why your letters aren't pulling now as well as they did previously.

Words of wisdom from *Botts-Shots*, monthly newsletter of Leo P. Bott, Jr. (advertising), 64 E. Jackson Blvd., Chicago 4, Ill.

Rates \$1.35 per line 85¢ Situation/Help Wanted Minimum 4 lines  
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

# CLASSIFIED ADVERTISING

## ADDRESSING PLATES

**SPEEDAUMAT**—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.  
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## LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

## CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils  
Call your list broker—**TODAY**  
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## EQUIPMENT FOR SALE

"Scriptomatic model 201. Original cost \$13,000.00 Used one month. Can be modified to address from any master card to any type mailing material ranging in size from 2x3 to 9x15. Inspection by appointment. D.C. Tuberculosis Assoc., 1601-18th St., NW, Washington, DC."

## MAILING SUPPLIES

**CARBOFF** . . . 3 x 5 Index Cards for making copies of mailing lists . . . while addressing envelopes or letter. Self-copying, carbonless—\$1.70 per 1,000 f.o.b. Rochester, N. Y. Also CARBOFF self-copying papers. Samples and prices on request.

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**OVER 2 MILLION NAMES ON PLATES**  
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### Parts Catalogs and Service Manuals

Competent staff of three artists and photographer capable and experienced in illustrating and the mechanics of parts catalogs. Line, dry brush and photo retouched drawings of schematic and perspective views taken from either blueprints, actual parts or sketches. Inquiries invited from art and advertising agencies or direct with consumer.

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## ADDRESSING

Address-O-Rite Stencil & Mach. Co., Inc., 54 W. 23 St., N.Y.C. 10 (OR 5-3240)  
Creative Mailing Service, Inc., 400 N. Main, Freeport, N.Y. (FR 9-2431)  
Merit Mailers, 20 Sterling Street, East Orange, N.J. (OR 2-3900)  
Susser Typing & Mail Serv., 70-01 Queens Bl., Woodside Tl., N.Y. (NE 9-7500)

## ADDRESSING MACHINES

Addressing Machine & Equip. Co., 326 Broadway, N.Y. 7, N.Y. (HA 2-6700)  
Approved Business Machines Co., 19 Hudson St., New York 13, N.Y. (CA 4-6223)  
Elliot Adm. Machine Co., 150A Albany St., Cambridge 30, Mass. (TR 6-2020)  
Mailers' Equipment Co., 40 W. 15th St., N.Y. 11, N.Y. (CH 3-3442)

## ADDRESSING — TRADE

Addressing Unlimited, Flushing, New York (HI 5-3191)  
Belmar Typing Service, 91-71 111th St., Richmond Hill 8, N.Y. (VI 6-5322)  
Susser Typing & Mail Serv., 70-01 Queens Bl., Woodside Tl., N.Y. (NE 9-7500)

## ADVERTISING ART

A. A. Archibald, Publisher, P. O. Box 20740, Los Angeles, Cal. (RI 9-0488)  
Artists, Inc., 3400 S. Greenwood Avenue, Chicago 15, Illinois  
Multi Adm. Services, 100 Walnut Street, Peoria, Illinois  
Harry Volk Jr. Art Studio, 1401 N. Main St., Pleasantville, N.J. (PL 4620)

## ADVERTISING BOOK MATCHES

Match Corp. of America, 3433-43 48th Pl., Chl. 32, Ill. (VI 7-2244)

## ADVERTISING SPECIALTIES

Chicago Advertising Specialties Co. 5734 W. Irving Park Rd., Chl. 34, Ill. (AV 3-4122)  
Gottler-Montana, Inc., 3400 S. Greenwood Avenue, Chicago 15, Illinois  
Jerry Hawk Advertising Specialties, 1515 N. Cleveland Ave., Canton 3, Ohio. (GL 6-4541)

ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION  
Troy M. Rodun, T. & D. Rodun, 1832 M St., N.W., Wash. 6, D.C. (RE 7-3433)

## AUTOMATIC MACHINE-ADDRESSING SERVICE

Charlotte Letter Writing Co., Inc., 101 Wilder Bldg., Charlotte, N.C. (FR 6-3550)  
Merit Mailers, 20 Sterling Street, East Orange, N.J. (OR 2-3900)

## AUTOMATIC TYPEWRITING

Great Neck Letter Service, 3 Hickox Lane, Great Neck, N.Y. (GR 2-8843)  
Westbury Letter Service, 2001 Wellington Court, Westbury, N.Y. (ED 4-2383)

## BOOKS

Art & Tech. of Photo Eng. Horan Eng. Co., 44 W. 28, N.Y.C. 1 (MU 9-4545)  
Postal Review Association, 224 7th, Garden City, N.Y.  
Reporter as Direct Mail, 224 7th, Garden City, N.Y.  
Cardinal Years, 224 7th, Garden City, N.Y. \$3.00  
How to Get The Right Start In Direct Advertising, 1.00  
How To Think About Direct Mail, 1.00  
How To Think About Letters, 1.00  
How To Think About Headings of Direct Mail, 1.00  
How Direct Mail Solves Management Problems, 1.00  
How To Think About Showmanship in Direct Mail, 1.00  
How To Think About Mail Order, 1.00  
How To Think About Production and Mailing, 1.00  
The Plain Jane of Direct Mail, .50  
How To Think About Industrial Direct Mail, 2.00

## BUSINESS FORMS

Alfred Allen Watts Company, Inc., 100 N. State St., Arlington, New Jersey  
Gottler-Montana, Inc., 3400 S. Greenwood Avenue, Chicago 15, Illinois  
Catalog Planning Co., 101 W. 53th St., N.Y. 19, N.Y. (PL 7-1907)

## CHRISTMAS STATIONERY

The Newbern Company, 297 W. Main St., Arlington, Texas (AR 5-2207)

## COPYWRITERS (Free Lance)

Glenn L. Anderson, 7442 Hameline Ave., Van Nuys, California (NT 6-5537)  
Tom A. Foley, 64 E. Jackson Blvd., Chl. 4, Ill. (HA 7-1817)  
Deville E. Bond, 2222 Olive Street, St. Louis, Mo. (CI 1-2915)  
Alfred Stern, c/o D&D Room 212, 147 W. 42nd St., N.Y. 36, N.Y. (BB 9-4360)

## DIRECT MAIL AGENCIES

Abrend Associates, Inc., 601 Madison Ave., N.Y. C. 22, (PL 1-9312)  
Homer J. Buckley, 100 N. State St., Chl. 3, Ill. (RE 2-3320)  
The Buckley Organization, Phila. National Bank Bldg., Phila. 7, Pa.  
Chase Direct Mail Service Corp., 12 E. 45th St., New York 17, N.Y. (MU 7-2930)  
James Connell & Assoc., 604 Mills Bldg., Wash. 6, D.C. (FR 3-1722)  
Dickie-Raymond, Inc., 478 Atlantic Ave., Boston 10, Mass. (HA 6-3300)  
Dickie-Raymond, Inc., 225 Park Ave., N.Y. 17, N.Y. (MU 4-3610)  
Direct Advertising Associates, 21 East 40th Street, New York 1, N.Y. (OR 8-4638)  
Direct Mail Service, 175 Locke St., N.W., Atlanta 3, Ga. (JA 3-3308)  
Duffy & Assoc., Inc., 210 N. 4th St., Milwaukee 2, Wis. (BR 3-7532)  
General Office Service, Inc., 527 E. 8th St., N.W., Washington 1, D.C. (NA 8-5348)  
Graphic Service, Talbott Building, Dayton 2, Ohio (HE 4-1333)  
Harrison Service, Inc., 401 Howard St., Detroit 21, Mich. (WO 1-7925)  
Hickey-Murphy Div. of James Gray, Inc., 210 E. 45th St., N.Y. C. 17 (MU 2-9000)  
John M. Lord & Co., 11 Beacon St., Boston 6, Mass. (LA 8-4545)  
Merit Mailers, 20 Sterling Street, East Orange, N.J. (OR 2-3900)  
R. L. Pook & Co., 401 Howard St., Detroit 21, Mich. (WO 1-7925)  
Rept-O-Products Co., 7 Central Park W., N.Y. 23, N.Y. (CT 6-8118)  
Responda-Letter, 411 E. Sangamon St., Chicago 7, Ill. (MO 6-8878)  
Responda-Letter, 500 Fifth Avenue, New York 36, N.Y. (MU 7-5358)  
Richardson-Rhoad Inc., 15555 W. McNichols Rd., Detroit 35, Mich. (BR 3-2055)  
The Rylander Co., 210 W. Jackson Blvd., Chicago, Ill. (RA 6-7160)  
Maxwell Bachheim & Co., Inc., 343 Madison Ave., N.Y. 22, N.Y. (PL 1-5151)

Sales Letters, Inc., 133 W. 23rd St., N.Y. C. (WA 9-5000)  
Sande Rocks & Co., Inc., 91 7th Ave., N.Y. C. 11 (WA 4-1551)  
J. B. Sands & Company, 16 Brighton Ave., Boston 34, Mass. (ST 2-8947)  
The Smith Company, 87 Beale St., San Francisco, Calif. (SU 1-6544)  
Lloyd F. Wood Associates, 1640 Wisc. Ave., N.W., Wash. 7, D.C. (CO 5-9942)

## DIRECT MAIL CONSULTANTS

James Connell & Assoc., 604 Mills Bldg., Wash. 6, D.C. (ST 3-1732)  
Lawrence Lewis & Assoc., 175 5th Ave., N.Y. 18, N.Y. (OR 7-6888)  
Peter L. Shugart, 200 W. Pine Blvd., L.A. 4, Calif. (DU 5-8421)  
William E. Smith, 28 Doren Road, Darien, Conn. (DA 3-4457)

## DIRECT MAIL EQUIPMENT

Auto-Typist, 2323 N. Pulaski R., Chicago 39, Ill. (EV 5151)  
B. H. Bunn Co., 7605 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4455)  
Cheshire Mailing Machines Inc., 1644 N. Hoare St., Chicago 22, Illinois  
Felma Tying Machine Co., 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)  
Priden Calculating Machine Co., Inc., 2350 Washington Avenue, San Leandro, Calif.  
National Bundle Tye Co., 1815 Blisfield, Michigan (MI 1822)  
Pitner-Bowen, Inc., 1000 N. Stamford, Conn. (PT 8-3251)  
scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 2-4213)  
Seal-O-Matic Machine Mfg. Co., 145 Hudson St., N.Y.C. (WA 5-0000)

## DIRECT MAIL PRE-TESTING — 4 COLOR PROCESS

Encore Color Process, 52 East 19th St., N.Y. 3, N.Y. (AL 4-3502)

## ELLIOTT STENCIL CUTTING

Allee Business Service, Inc., 32-15 33rd St., Long Island City 6, N.Y. (AS 8-4302)  
Clear Cut Duplicating Co., 149 Broadway, N.Y. 6, N.Y. (CO 7-3247)  
Creative Mailing Service, 400 N. Main St., Freeport, N.Y. (FR 9-2430)

## ENVELOPES

The American Paper Products Co., East Liverpool, Ohio (FU 5-4240)  
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. (TR 9-3000)  
Berlin & Jones Co., Inc., 601 W. 26th St., N.Y. C. 1 (WA 4-1400)  
The Boston Envelope Co., 337 High St., Dedham, Mass. (FA 6-6700)  
Columbian Envelope Co., 2412 17th St., N.W., Washington 19, D.C.  
Samuel Cupples Envelope Co., 300 Furman St., Brooklyn 2, N.Y. (TR 5-6252)  
Cupples-Hesse Corp., 1483 Koonauqua Way, Des Moines 12, Iowa (AT 8-3737)  
Cupples-Hesse Corp., 3633 Michigan Ave., Detroit 16, Mich. (TA 6-2400)  
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 18, Mo. (EV 3-7000)  
Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Detroit Tuller Envelope Co., 2139 Howard St., Detroit 16, Mich. (TA 5-2700)  
Garden City Envelope Co., 3001 N. Rockwell St., Chl. 18, Ill. (CO 7-3000)  
Gaw-O'Hara Envelope Co., 500 N. Sacramento Blvd., Chl. 12, Ill. (NE 8-1200)  
The Gray Envelope Mfg. Co., 35 33rd St., Brooklyn 32, N.Y. (ST 8-2900)  
Heco Envelope Co., 4500 Cortland St., Chl. 39, Ill. (CA 2-1000)  
Quality Park Envelope Company, 3529 Como Ave., St. Paul 1, Minnesota  
Rehester Envelope Co., 75 Charlton St., Rochester 14, N.Y. (HA 2-101)  
The Standard Envelope Co., 1000 E. 30th St., Cleveland 14, O. (PR 1-3200)  
Tension Envelope Corp., 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0922)  
Tension Envelope Corp., 522 Fifth Ave., N.Y. 36, N.Y. (MU 2-1614)  
Transo Envelope Co., 3542 E. Kimball Ave., Chl. 13, Ill. (TR 6-6911)  
Transo Envelope Co., 22 Monitor St., Jersey City, N.J. (HE 4-1567)  
United States Envelope Co., 217 Broadway, Springfield 2, Mass. (RE 4-7211)  
United States Envelope Co., 217 Broadway, N.Y. 7, N.Y. (RA 7-7000)  
Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

## ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Du-Plex Envelope Corp., 3028 Franklin Blvd., Chl. 12, Ill. (NE 8-1200)  
Garden City Envelope Co., 3001 N. Rockwell St., Chl. 18, Ill. (CO 7-3000)  
Heco Envelope Co., 4500 Cortland St., Chl. 39, Ill. (CA 2-1000)  
The Swadlow Company, Inc., 480 Lexington Ave., N.Y. 17, N.Y. (PL 5-2148)  
Tension Envelope Co., 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0922)  
The Wolf Envelope Co., 1740-81 E. 22nd St., Cleveland 1, O. (PR 1-8170)

## FOREIGN MAILINGS

Sande Rocks & Co., Inc., 91 7th Ave., N.Y. C. 11 (WA 4-1551)  
Henry Wabel & Associates, Thornycroft, Scarsdale, N.Y.

## IMPRINTERS — SALES LITERATURE

Merit Mailers, 20 Sterling Street, East Orange, N.J. (OR 2-3900)

## INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service, 825 Newark Ave., Elizabeth, N.J. (EL 4-3887)  
Bonded-Nationwide, 753 4th Ave., Brooklyn 32, N.Y. (BO 8-4819)  
Coupon Service Corp., 37 East 18th St., N.Y. 3, N.Y. (OR 2-0160)  
Drumright Advertising Service, Hillen Rd., Towson 4, Md. (TA 3-2400)  
Mailings Incorporated, 35 West 12th St., New York 11, N.Y. (WA 9-5188)  
Mailmen Incorporated, 37 Cottage Row, Glen Cove, N.Y. (OR 6-0400)  
Merit Mailers, 20 Sterling Street, East Orange, N.J. (OR 2-3900)  
West. Emp. Dir. Adv. Co., 618 Howard St., San Francisco 5, Calif. (GA 1-8500)

## INVISIBLE INK LETTERS & POST CARDS

Sande Rocks Co., Inc., 91 7th Ave., N.Y.C. 11 (WA 4-1551)

## LABEL PASTERS

Potdevin Machine Co., 291 North St., Teterboro, N.J. (HA 8-1941)

## LABELS

Dennison Mfr. Co., Framingham, Mass. (TR 3-5511)  
Allen Hollander Co., Inc., 385 Grand Avenue, New York (JO 3-1818)  
M. E. Moss & Co., Inc., 115 Ann Street, Hartford 3, Conn. (JA 3-6505)  
Penn Label Co., 9 Murray St., N.Y. 7, N.Y. (RA 7-7771)  
Tompkins Label Service, Frankford and Allegheny Aves., Phila. 34, Pa. (RE 9-6878)

## LETTER GADGETS

Hewitt Co. .... 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)  
Robert Straub & Co. .... 111 W. Jackson Blvd., Chicago 4, Ill. (WA 2-1881)

## LETTERHEADS

Brunner, Inc., Printers-Lithographers, 1010 Jefferson Ave., Memphis, Tenn. (BB 2355)  
Woodbury & Co., Inc. .... Chadwick Square, Worcester 5, Mass. (PL 4-1721)

## LETTERS

Respond-a-Letter ..... 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9878)  
Respond-a-Letter ..... 320 Fifth Avenue, New York 36, N. Y. (MU 7-6339)

## LIST FULFILLMENT SERVICE

American Press ..... 200 S. 7th, Columbia, Mo. (GI 3-9731)

## MAIL ADVERTISING SERVICES (Lettershops)

**CHICAGO**  
Doollittle & Co., Inc. .... 320 N. Dearborn St. (18) (BU 7-1722)  
Hoyas Letter Service ..... 229 So. Wabash Ave. (2) (CL 6-4046)  
**CLEVELAND**  
Cleveland Letter Serv., Inc. .... 740 W. Superior, (13) (BU 1-8300)  
Robert Silverman, Inc. .... 1270 Ontario Street, Cleveland 3, Ohio (CH 1-6373)  
**DETROIT**  
Advertising Distributors of America, Inc. .... 534 Bagley Avenue  
Advertising Letter Service ..... 2300 Jefferson East, (7) (LO 7-9233)  
Curtis & Burgle ..... 6th Floor—Marquette Bldg. (28) (WO 3-0588)  
H. L. Polk & Co. .... 431 Howard St. (31) (WO 1-9470)  
**EAST ORANGE, NEW JERSEY**  
Merit Mailers ..... 26 Sterling Street (OR 2-3000)  
Automatic Mailing Service ..... 329 Newark Ave., Elizabeth, N. J. (EL 4-3887)  
**HOUSTON**  
Premier Printing & Letter Serv. .... 620 Texas Ave., (2) (CA 7-4145)  
**LOS ANGELES**  
Krupp's Adv. Mailing Serv. .... 2390 W. Pico Blvd. (6) (DU 5-5421)  
**MARIION, OHIO**  
Fulfillment Corp. of America ..... 381 W. Center St. (Tel: 2-1187)  
**MILWAUKEE**  
The Carr Corporation ..... 1319 North Third St., Milwaukee 12, Wisc. (BR 6-4246)  
**MONTREAL, CANADA**  
Commercial Letter & Litho Inc. .... 339 St. James St. West (AV 9-0297)  
**NEWARK, NEW JERSEY**  
Automatic Mailing Service Inc. .... 360 Belmont Ave., (5) (TA 4-0891)  
**NEW YORK CITY**  
Advertisers Mailing Serv., Inc. .... 45 W. 18th St. (AL 5-4500)  
Ambassador Letter Serv. Co. .... 11 Stone St., (4) (BO 8-0687)  
Cardinal Direct Mail Corp. .... 2 Broadway, (4) (WH 4-8722)  
Century Letter Co., Inc. .... 48 E. 21st St. (19) (AL 4-8800)  
Chase Direct Mail Service Corp. .... 12 E. 48th St., New York 17, N. Y. (MU 7-2530)  
Mailings Incorporated ..... 55 West 18th St. WA 9-5188  
Mary Ellen Clancy Co. .... 250 Park Ave. (17) (YU 6-7833)  
Coupon Service Corp. .... 37 East 18th St. (OR 3-0160)  
Elite Letter Co., Inc. .... 11 W. 32nd St. (1) (PE 6-1462)  
The St. John Assoc., Inc. .... 75 W. 45th St., (38) (JU 2-3344)  
Tyne Letter Serv. Corp. .... 42 East 19th St., (3) (AL 4-0174)  
**PHILADELPHIA**  
Connell Organization, Inc. .... 1010 Arch St., (7) (MA 7-8133)  
Woodington Mail Advertising Serv. .... 1304 Arch St., (7) (RI 6-1840)  
**PITTSBURGH**  
Advertisers Associates Inc. .... 1627 Penn. Ave., (22) (AT 1-6144)  
**ROCHESTER**  
Ayer & Streib ..... 15 South Ave., (4) BA 5-6340  
**SAN FRANCISCO**  
The Letter Shop ..... 67 Beale St. (SU 1-6564)  
**WESTFIELD, NEW JERSEY**  
Union County Business Bureau ..... 7 Elm St. (WE 2-8393)  
**OSLO/NORWAY**  
Ekspediasjonsentralen A. S. .... Raadhusgaten 8

## MAILING LISTS — BROKERS

Archer-Bennett List Service, Inc. .... 149 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)  
Barbara H. Boynton & Staff ..... 444 Market St., San Francisco 11, Cal. (YU 6-2378)  
George Bryant & Staff ..... 71 Grand Avenue, Englewood, N. J. (LO 7-3300)  
George Bryant & Staff ..... 122 East 7th Street, Los Angeles 14, Calif. (VA 9885)  
The Goodie Co., Inc. .... 125 East 34th St., N. Y. 10, N. Y. (AL 4-8870)  
Dependable Mailing Lists Inc. .... 381 4th Ave., N. Y. 10, N. Y. (MU 4-4991)  
Walter Drey, Inc. .... 333 N. Michigan Ave., Chl. 1, Ill. (PI 6-4180)  
Walter Drey, Inc. .... 257 4th Ave., N. Y. 10, N. Y. (OR 4-7081)  
Dunhill Int'l List Co., Inc. .... 35 East Washington St., Chicago 2, Ill. (DE 2-0580)  
Gulf Co. .... 160 Engle St., Englewood, N. J. (BR 9-0461)  
Lewis Kied Co. .... 25 West 45th St., New York 36, N. Y. (JU 2-8930)  
Wills Madison, Inc. .... 215 4th Ave., N. Y. 10, N. Y. (AP 7-4460)  
Mostly Mail Order List Serv. .... 38 Newbury Street, Boston 16, Mass. (CO 6-3380)  
Names Unlimited, Inc. .... 352 Fourth Avenue, New York 10, N. Y. (MU 6-2454)  
D. L. Natick Co. .... 136 W. 52nd Street, New York 19, New York (LE 2-8956)  
People in Places, Inc. .... 167 East 38th St., N. Y. 16, N. Y. (LE 2-8956)  
William M. Profit Associates ..... 585 Main St., East Orange, N. J. (OR 3-2233)  
Roskam Advertising ..... 1430 Grand, Kansas City 8, Mo. (HA 1-6449)  
Sanford Evans & Co., Ltd. .... 156 Lombard Ave., Winnipeg 2, Manitoba, Can. (95-2151)  
William Stroth, Jr. .... 368-370 54th St., West New York, N. J. (UN 4-4800)  
James E. True Assoc. .... 419 4th Ave., N. Y. 16, N. Y. (MU 9-0956)

## MAILING LISTS — BY SUBJECT

**FOR LIST SOURCE: COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OF COMPILERS & OWNERS**  
Direct Mail Users ..... 18,500 ..... (Reporter of DM)  
Dug Owners List ..... over 2,000,000 ..... (Western Empire)  
Fund Raising Lists ..... (Wm. M. Profit Associates)  
New Car Buyers ..... Midwest and Western States ..... (Gile Letter Service)  
Pet Shops, 1000; ..... Pet supply jobbers, 150; ..... Cat breeders, 400; ..... (All Pets)  
Public Relation & Promotion Lists ..... (Wm. M. Profit Associates)

## MAILING LISTS — COMPILERS & OWNERS

Active Equipment Supply ..... 1308 Jericho Tpk., New Hyde Park, N.Y. (PI 3-4702)  
Albert Mailing Lists ..... 129 Liberty St., N. Y. 6, N. Y. (RE 2-7573)  
Allison Mailing Lists Corp. .... 805 Lexington Ave., N. Y. 21, N. Y. (TE 2-8430)  
All-Pets Magazine, Inc. .... P. O. Box 131, Fond du Lac, Wisconsin (WA 2-0980)  
Associated Advertising Serv. .... 613 Willow St., Port Huron, Mich. (YU 6-7773)  
Bodine's of Baltimore ..... 381 E. Preston St., Baltimore 2, Md. (VE 7-9400)  
Bookbuyers Lists ..... 363 Broadway, N. Y. 13, N. Y. (WO 4-5871)  
Bord's City Dispatch, Inc. .... 229 E. 38th St., N. Y. 16, N. Y. (OR 3-2530)  
Buckley-Dement ..... 333 W. Jackson Blvd., Chicago 4, Ill. (HA 7-3882)  
Catholic Lister Bureau ..... 45 West 45th St., N. Y. 36, N. Y. (CO 5-4400)  
Creative Mailing Service ..... 400 N. Main St., East Orange, N. J. (FR 8-4830)  
Walter Drey, Inc. .... 333 N. Michigan Ave., Chl. 1, Ill. (PI 6-4180)  
Walter Drey, Inc. .... 257 4th Ave., N. Y. 10, N. Y. (OR 4-7081)  
Dunhill International List Co., Inc. .... 365 Fifth Ave., N.Y.C. 17 (OR 3-0832)  
Dunhill Advertising Service ..... Hillen Rd., Towson 4, Md. (VA 7-7390)  
E-Z Addressing Serv. .... 83 Washington St., N. Y. 6, N. Y. (HA 2-9492)  
Gale Research Co. .... 431 Rock Tower, Detroit 26, Michigan (WO 1-9085)  
Gile Letter Service ..... 723 Third Avenue South, Minneapolis 2, Minn. (FE 3-3471)

Fritz S. Hofheimer ..... 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)  
Industrial List Bureau ..... Webster, Mass. (WE 2746)  
Jewish Statistical Bureau ..... 329 Broadway, New York 7, N. Y. (BE 3-4539)  
Mailing Service, Inc. .... N.E. Corner 49th & Ludlow Streets, Philadelphia 4, Pa. (EV 6-4214)  
Mailmen Incorporated ..... 37 Cottage Row, Glen Cove, N. Y. (OR 6-0460)  
Market Compilation Bure. .... 11334 Ventura Blvd., N. Hollywood, Cal. (ST 7-3169)  
Merit Mailers ..... 26 Sterling Street, East Orange, N. J. (OR 2-3900)  
Official Catholic Directory ..... 12 Barclay St., N. Y. 6, N. Y. (HA 7-2560)  
Palmer Lists ..... 3432 Grand Concourse, N. Y. 25, N. Y. (BE 3-2446)  
Paramount Mailing Lists ..... 77-14 138th St., Flushing 67, N. Y. (JA 6-8472)  
R. L. Polk & Co. .... 431 Howard St., Detroit 31, Mich. (WO 1-8470)  
R. B. Ponton, Inc. .... 44 Honeck St., Englewood, N. J. (EN 3-3335)  
Precision Equipment Co. .... 3716 Milwaukee Ave., Chicago 41, Ill. (AV 2-3355)  
William M. Profit Associates ..... 585 Main St., East Orange, N. J. (OR 3-2233)  
H. L. Rasmussen ..... 11334 Ventura Blvd., N. Hollywood, Calif. (ST 7-3169)  
Research of Direct Mail Adv. .... 224 7th St., Garden City, N. Y. (PI 6-1837)  
Research Projects, Inc. .... 35 West 13th St., New York, N. Y. (JU 2-0830)  
The Speed Address Co. .... 48-01 42nd St., Long Island City 4, N. Y. (ET 4-5922)  
William Stroth, Jr. .... 368-370 54th St., West New York, N. J. (UN 4-4800)  
W. E. Watson Corp. .... 25 Hanne Ave., Freeport, N. Y. (FR 9-8312)  
Zeller and Letica, Inc. .... 15 East 26th St., N. Y. 10, N. Y. (MU 5-6278)

## MAIL ORDER AGENCIES

James Connell & Assoc. .... 666 Mills Bldg., Wash. 6, D. C. (ST 3-1732)

## MAIL ORDER CONSULTANT

James Connell & Assoc. .... 666 Mills Bldg., Wash. 6, D. C. (ST 3-1732)

Herbert L. Koller & Associates, 431 S. Wabash Ave., Chicago 5, Ill. (HA 7-6144)

## MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Alling Mfg. Co. .... 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0682)

## MATCHED STATIONERY

Tension Envelope Corp. .... 18th & Campbell Sts., Kansas City, Mo. (HA 1-0092)

## MERCHANDISE FOR DIRECT MAIL

Hloan-Ashland Div. Elec. Eng. Prod. .... Mdsc. Mart, Chicago 54, Ill. (DE 7-0717)

## MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co. .... 326 Broadway, N. Y. 7, N. Y. (HA 2-8706)

## MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. .... 19 S. Wells Street, Chicago 6, Ill. (ST 7860)

Mack Type Co., Inc. .... 35 Fulton St., N. Y. 7, N. Y. (BE 3-1487)

## OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc. .... 534 Bagley Ave., Detroit 26, Mich.

Merit Mailers ..... 26 Sterling St., East Orange, N. J. (OR 2-3900)

West. Emp. Dir. Adv. Co. .... 612 Howard St., San Francisco 5, Cal. (JA 1-8500)

## PACKAGING

Coupon Service Corp. .... 27 East 18th St., N. Y. 3, N. Y. (OR 3-0160)

Merit Mailers ..... 26 Sterling Street, East Orange, N. J. (OR 2-3900)

## PAPER MANUFACTURERS

American Writing Paper Corp. .... Holyoke, Mass. (HOL 41454)

Appleton Coated Paper Co. .... 1230 N. Meade St., Appleton, Wis. (41454)

Byron Weston Company ..... Dalton, Mass. (DAL 8-4531)

Curtis Paper Company ..... Newark, Delaware (NE 8-4531)

Eastern Corporation ..... Bangor, Maine (Tel: 8221)

Fraser Paper, Limited ..... 429 Lexington Ave., N. Y. 17, N. Y. (LE 2-0580)

W. C. Hamilton & Sons ..... Miquon, Pa. (IV 3-2160)

Hammill Paper Co. .... Erie, Pa. (Tel: 4-7101)

Howard Paper Mills, Inc. .... Hudson Bldg., Dayton 2, Ohio

International Paper Co. .... 229 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)

Kimberly-Clark Corporation ..... Neenah, Wisconsin (PA 2-3111)

Mead Papers, Inc. .... 118 West First Street, Dayton 2, Ohio

Mohawk Paper Company ..... Cohasset, N. Y.

Neenah Paper Co. .... Neenah, Wis. (Tel: 2-1521)

Neenah-Edwards Paper Co. .... Port Edwards, Wis. (Tel: 3111)

Peninsular Paper Co. .... Tualatin, Mich. (TU 3-8600)

Rex Paper Co. .... Kalamazoo 09, Mich. (Tel: 2-8151)

Rising Paper Co. .... Housatonic, Mass. (Ho 47)

The Sarg Paper Company ..... 111 W. Washington, Chicago, Ill. (FI 6-4786)

## PERSONALIZED GIANT GRAMS

Sande Rocks & Co., Inc. .... 91 7th Ave., N.Y.C. 11 (WA 4-1551)

## PHOTO ENGRAVERS

Horan Engraving Co., Inc. .... 44 W. 28th St., New York 1, N. Y. (PL 9-8385)

JFK Copy Art ..... 165 West 46th Street, New York 19, N. Y. (MU 7-0233)

## POST CARDS

Encore Litho, Inc. .... 32 East 19th St., N. Y. 3, N. Y. (AL 4-3502)

Plastichrome-r, by Colourprinters' Publishers

390 Newbury St., Boston 15, Mass. .... (CO 7-7500)

## PRINTING

Neo Printing Co., Inc. .... 92 Ives Lane, Hackensack, N. J. (HU 9-5050)

## PRINTING — OFFSET LITHOGRAPHY

Encore Litho, Inc. .... 32 East 19th St., N. Y. 3, N. Y. (AL 4-3502)

Largene Press, Inc. .... 124 White Street, New York 13, N. Y. (WA 7-7325)

Sande Rocks & Co., Inc. .... 91 7th Ave., N. Y. 11 (WA 4-1551)

## PRINTERS — LETTERPRESS & LITHOGRAPHY

Merit Mailers ..... 26 Sterling Street, East Orange, N. Y. (OR 2-3900)

Paradise Printers ..... Paradise, Pa. (OV 7-3200)

## SALES PROMOTION COUNSEL

James Connell & Assoc. .... 666 Mills Bldg., Wash. 6, D. C. (ST 3-1732)

## SEASONAL STATIONERY

Arthur Thompson & Co. .... 109 Market Pl., Baltimore 2, Md. (PL 2-4006)

## SIGNS — PRESENTATIONS

Stewart Signs ..... P. O. Box 901, Newark 1, New Jersey

## SUBSCRIPTION FULFILLMENT SERVICE

Fulfillment Corp. of America, 381 W. Center St., Marion, O. (Tel: 9-1187)

Globe Fulfillment Corporation ..... 148 W. 23rd St., N. Y. 11 (OR 5-4000)

Merit Mailers ..... 26 Sterling Street, East Orange, N. J. (OR 2-3900)

## SYNDICATED HOUSE MAGAZINES

The William Feather Co. .... 2900 Clinton Rd., Cleveland 9, O. (AT 1-4122)

The Henry F. Henrichs Publications, The House of Sunshine, Litchfield, Ill. (296)

## TRADE ASSOCIATIONS

Direct Mail Advertising Assn. .... 3 E. 37th St., N. Y. C. 22 (MU 8-7388)

MARA International ..... 1818 James Goussens, Detroit 25, Mich. (UN 4-3545)

Natl. Council of Mail. List Brokers, 55 W. 42nd St., N. Y. 36, N. Y. (PE 6-0615)

## TYPOGRAPHERS

Rapid Typographers, Inc. .... 303 East 46th St., N. Y. 17, N. Y. (MU 8-2445)

## VISUAL PRESENTATIONS

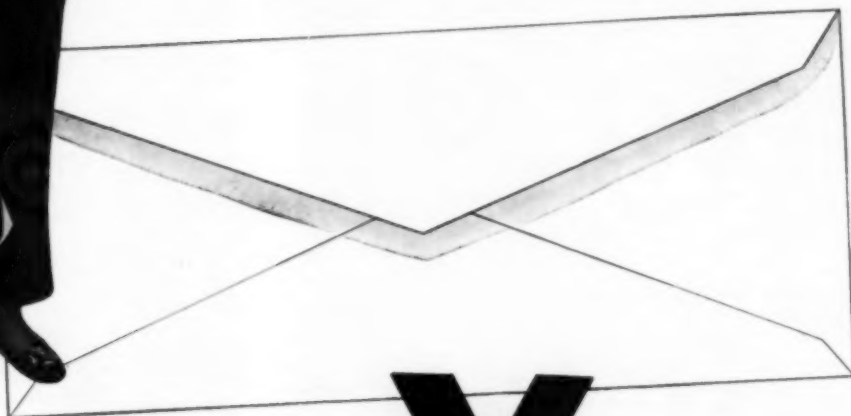
Direct Advertising Associates ..... 21 East 40th Street, New York, N. Y. (OR 9-0638)



## Here's why you get a better envelope at a lower price:

Without sacrificing quality, U.S.E. effects three big savings in the manufacture of envelopes V-FLAP style.

1. Time is saved. V-FLAPS are made on special machines, directly from a roll of paper *at three times normal speed*.
2. Operations are eliminated — no separate die-cutting is needed.
3. Stock is saved — the waste stock is about one-ninth that entailed in the die-cutting of envelope blanks. The young lady at the left holds in her right hand the waste stock involved in a single sheet from which eight envelope blanks have been die cut. In her left hand she holds the "waste" involved in the manufacture of eight V-FLAP envelopes.



## Here's how you benefit with U.S.E. **V-FLAP** envelopes



**Look for  
the U.S.E.  
Quality Guarantee  
in each box**

**Style:** The distinctive diagonal seams and pointed flap have long been associated with premium-priced executive correspondence envelopes. Now you can have this "Executive Look" in Commercial, Official and Postage Saver styles in V-FLAP at truly attractive prices.

**Printing:** Your printers will be able to turn out top quality press work without trouble because 1) the paper is bright-white wove of the finest quality with a clean, clear surface that takes — and makes — a good impression; 2) the envelopes are uniformly accurate with close, square corners and perfect seams, and gummed flap that is *flat* and hugs the surface.

**Guaranteed Quality:** You and your customers are protected by the liberal U.S.E. guarantee of uniformly high quality.

## UNITED STATES ENVELOPE COMPANY



Springfield 2, Massachusetts  
15 Divisions from Coast to Coast

Ask your envelope supplier for prices and samples — and your copy of "THE V-FLAP STORY" . . . or write Advertising and Sales Promotion Department, Springfield 2, Mass.

# FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that  
with visitors to the Editor of *The Reporter*

**I RECOMMEND A CAREFUL READING** of the 21-page feature article in the June 1957 issue of *Cosmopolitan* magazine. It provides countless topics for scuttlebutt. Read this amazing report, "The New Pleasures," and you will have a better understanding of what the sociologists are now calling the "leisure revolution." This report may help you direct mail people to gear your appeals and approaches to the biggest tidal wave of workless hours that has ever swept any country.

"The New Pleasures" is filled with statistics . . . but interestingly told. The five-day work week is now nearly standard . . . but predictions forecast a cutback to four. Millions upon millions have had to learn how to loaf, play or otherwise while away the hours. Electrical gadgets and frozen foods have cut the average housewife's cooking time per day from 5.5 to 1.6 hours. Laundromats, diaper services, supermarkets and a hundred and one such services have given the housewife more time, more energy to enjoy life.

Air conditioning, backyard pools have caused a revolution in vacationing. Stay-at-home vacations are now the rage. Thousands of new businesses have sprung into being to satisfy the needs of these vacationers. In 1952, only 380,000 air conditioning units were sold. In 1956, there were 1,758,594. Manufacturers estimate that by 1960 nearly 20 per cent of all homes will be automatically cooled.

Biggest and most exciting innovation has been the private swimming pool. Once only a rich man's plaything . . . pool construction has been reduced to less than the price of a car. Only a few years ago, there were less than 5,000 private pools in the country. In 1957, more than 30,000 doorstep beaches will be built.

All sorts of games are being revived . . . to while away the new leisure hours. Old-fashioned bow and arrow manufacturers report business 400 per cent above 1952. Croquet manufacturers are deluged with 1000 per cent more business than pre-war. Shuffleboard court installations are keeping the cement manufacturers happy. Lawn tennis and bowling have been revived. Sam Gold at Lignum-Vitae is one direct mail man capitalizing on the trend. He's manufacturing and selling by mail to dealers sets of the Italian bowling version called *bocce*.

Gardening is more popular than ever. Much of it is being mechanized, even for small plots. Outdoor cooking is a national phenomenon. There were only five manufacturers of outdoor cooking equipment prior to World War II. At a recent trade show in Chicago, 120 different producers exhibited. Camera shutters are clicking furiously. Americans own an estimated 60 million cameras, which take two billion pictures a year in amateur ranks alone. The hi-fi fraternity spent \$163,000,000 for equipment in 1956 . . . a tremendous jump from the \$12,000,000 in 1950.

Boating enthusiasts are spending about a billion and a quarter a year for new and used boats and accessories. It's estimated that a million and a half males and females have taken up the new sport of skin diving. Increased enthusiasm for camping, hunting, swimming, fishing, cycling and all sports . . . has provided manufacturers of clothing and equipment with an unheard of field day. The bicycle, which nearly disappeared with the advent of the automobile, now has 24,000,000 pedal pushers in the U.S.A.

This is the kind of world we are living in. The people who are becoming part of the "leisure revolution" . . . are the people you will have to know and understand better . . . in order to sell them whatever you have to sell. They will be more relaxed, more inclined to have fun, quicker to resent stuffed shirt-itis.

By all means read the *Cosmopolitan* report. It will make you think. According to a recent *Kiplinger Letter* devoted entirely to "the next twenty-five years" . . . we haven't seen anything yet. Our children and grandchildren will be using products we've never dreamed of. A large part of the increased economy will be based on this so-called "leisure revolution." Editorials about it are appearing all over the country. So keep your eyes on all developments. You list brokers and compilers should have a field day too in finding brand new markets; you copywriters will have to learn (by doing) how to talk turkey to all these folks with new-found freedom.

**SAD NEWS REACHED US FROM FRANCE** this month. Learned belatedly of the accidental death of old friend, Pierre-Georges Bastide of "La Publicite Directe" Bastide, 68 Rue Mazarine, Paris 6, France. His grandparents started the first direct mail agency in the world. Pierre was only 53. He came over here last in 1953. We made him our cover subject in the August, 1953 *Reporter*. If you save your *Reporters*, go back and read his biography. Pierre was one of our favorite friends. We'll miss his rare occasional visits, but mostly we'll miss his frequent and cheerful letters.

**THERE WERE HURRAHS ON THE FRONT-PORCH** when we learned about a new Postmaster General. But don't jump the gun. It didn't happen in the U.S.A. The location was . . . Canada. On July 3, new Canadian Prime Minister John Deifenbaker appointed our old friend, the Honorable William Hamilton, M.P., as Postmaster General. It couldn't have happened to a better fellow. And according to DMAA Vice Chairman Doug Mahoney, the Canadian direct mail folks are happy about it.

Bill is an unusual young man of thirty-seven years. He was born and educated in Montreal. Although physically handicapped from birth . . . he overcame all obstacles and became one of the most active organizers I've ever met. I first met him in 1950 when I went up to talk before the Advertising & Sales Executives Club. Bill was executive director of that smoothest running outfit. He was a super-colossal host. He later on had me up there for a week-long direct mail clinic. Enjoyed every minute of it . . . although Bill worked me to a frazzle.

In 1953, he couldn't resist the temptation to get into politics . . . so ran for Parliament on Conservative Party ticket. By using direct mail, doorbell ringing and street corner handshaking, he won on his first try and was soon heard in Parliament as the representative of Montreal-Notre Dame de Grace. He specialized in postal affairs . . . and always sent me a copy of proceedings when he was involved in a Post Office debate. Because of his extensive knowledge of advertising, particularly of direct mail, Bill Hamilton was a logical choice for Postmaster General. There will be no screwball decisions from Ottawa. That is a safe prediction.

**LOOKS LIKE WE'LL HAVE TO ORGANIZE** a Florida Chapter of the DMAA some of these days. Max and Sallie Sackheim have a house about five or so blocks from us. Jack and Boody Smith sold their house in Gloucester and are moving to Clearwater in October. Other direct mail people have been down here scouting around, but can't mention them until they make up their minds. Tom Dreier is handy . . . over in St. Petersburg. J. B. and Dorothy Howard (Curtis 1000) have bought a home in Vero Beach and will move down in the fall. Gerald Horton Bath, who writes that gorgeous stuff for Stetson University and others, has forsaken Washington, D. C. and now lives at 44 Coconut Row, Palm Beach. Bert Barnes (United Parcel) has settled over in Clermont. If the DMAA ever decides to hold an annual convention in Florida, we'll have the nucleus of a fairly competent steering committee, if they want to depend on oldtimers. But there are plenty of young bloods around too.

**GRATIFYING NEWS REACHED US** this month from Panama City, where second son, Lt. Comdr. Charles Hearn Hoke, has been naval aide to the Commander in Chief of the Caribbean Military Command. He has been released from that two-year tour of duty which took him to every South American country, meeting Presidents, cabinet officers and such. He reports on September 9 at the Philadelphia Navy Yard to take command of reactivated submarine *USS Jack* (SS259). It will be officially commissioned on September 15 . . . and then will be home stationed at New London Base. Hope to be able to attend ceremony, as it comes two days after end of Washington DMAA convention.

Never will forget my first trip on a submarine . . . and those thirteen dives. Wrote a story about it for the September 1953 *Reporter* (page 17). Described how these submarine crews and officers learn their business and expressed the wish that us landlubbers in the advertising business could be as expert in all details as these keen-eyed men who go down under the seas, and whose lives depend on teamwork and intimate knowledge of every valve, pipe, screw, gauge, lever, wheel and blinking light. If you have never heard the klaxon warning to submerge and have never seen the amazing action which

follows in next sixty seconds . . . you've missed the thrill of a lifetime. I'd sure like to be up in the conning tower when the brand new Commander gives his first order to "submerge."

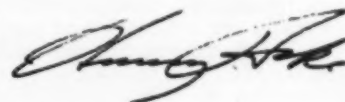
**NO ONE CAN TELL FOR SURE** . . . but it's beginning to look more and more like there will not be any postal rate increases in this session of Congress. From a purely personal viewpoint, I'd like to see this "postal policy" idea debated and considered to a final solution. It's too bad we have to be *saved* from postal increases on account of an entirely different argument . . . over civil rights. The arguments over the latter are just about as silly as those concerning the Post Office. Is the Post Office a business or a service? Should commercial users of the mail be charged more in order to pay for all the free and subsidized services? Do we believe in civil rights? If we don't believe in civil rights then we don't believe in democracy . . . we are agin civil rights. It's a confused mess. We are getting bogged down with hay-wire semantics.

**THREE NEGATIVE BOOKLETS** arrived in the past month. Maybe it's a trend . . . to put over positive points by emphasizing the negative. "How to Become an Utter Failure" is a humorous booklet issued by The Jefferson Co., Inc. (art for industry), 424 Madison Ave., New York 17, N. Y. Ralph Curtis sent us a booklet being syndicated for cemeteries. Title: "8 Ways to Say No to a Cemetery Salesman." Wonderful job. Bulk purchasers get instructions on how to prepare lists, copy for transmittal letter, how to follow up, etc. Third example . . . Max Sackheim reprinted his series of ads in booklet form. "Seven Deadly Direct Mail Mistakes." Good stuff.

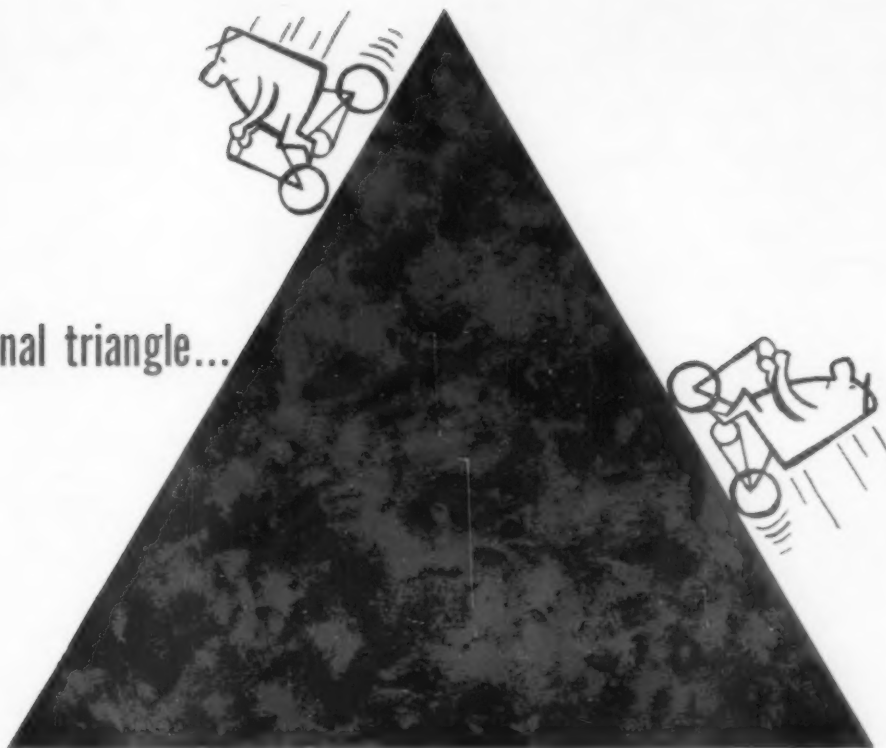
**COMING BACK FOR A MOMENT** to the subject of deception and misrepresentation: In spite of all the efforts of postal inspectors, Better Business Bureaus, Federal Trade Commission and our own crusading . . . we are getting a terrific number of complaints (with evidence). There's a new rash of the phony homework mail order schemes. Mostly chain reactions where the sucker who pays a fee to learn how to "get into mail order" . . . turns around and sells other suckers on the same thing. It's disgusting. Some of the stuff is so shoddy and corny . . . wonder why anyone falls for it. And these fellows who sell syndicated catalogs to mail order neophytes! Why in heck don't the promoters sell the stuff themselves if it's so profitable? The pornographic picture peddlers are active too. All this gutter slime adds fuel to the flames of the "junk mail" propaganda campaign. With disastrous results at times. One outfit in Dallas, Texas, has a rubber stamp which is imprinted on all third class mail. It reads: "Refused!! This taxpayer is unwilling to subsidize 2nd & 3rd class mail. Urge Congress to raise these mail rates to cover its cost!!"

Good Luck Always

3 Bluff View Drive  
Clearwater, Florida  
Telephone: 3-7970



the eternal triangle...



solved at last!

Eternal, described by Mr. Webster as being "everlasting, existing at all times, continuous" *ad infinitum*, at last is solved.

The triangle being, of course, *you* (the direct mail advertiser), the *vehicle* (or envelope) that carries your message to the third point, His Majesty the *prospect*.

While His Majesty may be willing to buy, first he must be reached. He must be attracted and *impressed* by the envelope, so that he will *open* the envelope and read your message!

Cupples-Hesse provides the kind of envelopes that compel your prospect to stop, open the envelope, read the message, buy something.

Ask for samples of our envelopes and you'll see why they solve the eternal triangle by making not only a friend, but a *customer*, out of the third party!



**CUPPLES-HESSE CORPORATION**

4100 North Kingshighway, St. Louis 15, Missouri—EVERgreen 3-3700

**CUPPLES-HESSE CORP. of Michigan**

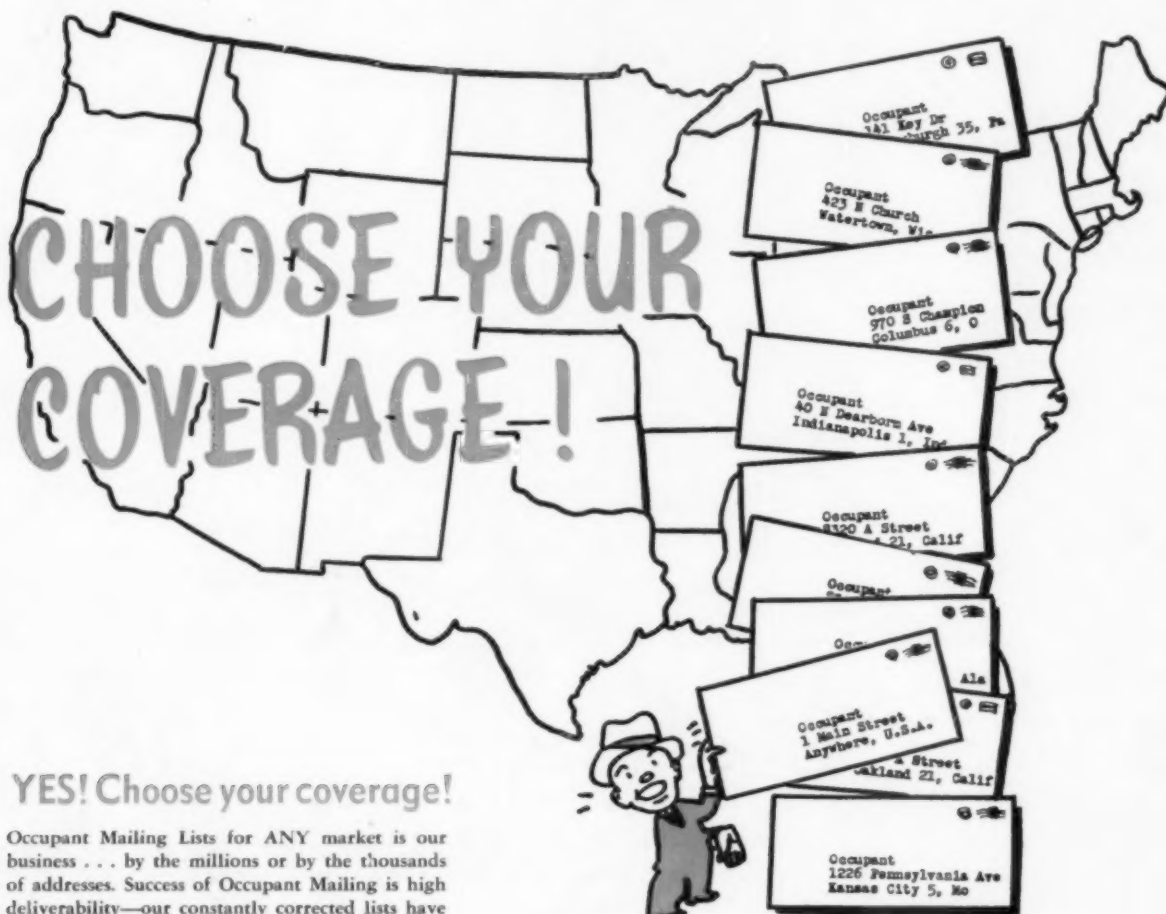
3635 Michigan Ave., Detroit 16, Michigan—TASHmoo 6-7360

**CUPPLES-HESSE CORP. of Iowa**

1485 Keo Way, Des Moines 14, Iowa—ATlanic 8-5737

offices in principal cities

# Occupant Mail to ANY MARKET



## YES! Choose your coverage!

Occupant Mailing Lists for ANY market is our business . . . by the millions or by the thousands of addresses. Success of Occupant Mailing is high deliverability—our constantly corrected lists have maintained 98 per cent accuracy. As one of the largest brokers and compilers in the country the finest occupant lists (that meet our exacting standards) are always quickly available to you.

We have "murdered" the Nixies . . . those mailing gremlins that send your mail to "No such number," "Outside city delivery," "House number changed," etc. We guarantee 98 per cent accuracy on the lists we provide.

## The Nation's Homes at Your Finger Tips!

Our "know how", nurtured by long experience, is at your service. Our lists are available for regional, state, county, city, trade area, or specific cities throughout the country. Phone or write to us about your particular problem—we'll blueprint YOUR job for YOU!

## OCCUPANT MAILING LISTS

OF AMERICA, INC.



Affiliated with W. A. Storing Co.

S. L. (Les) Cullman, Pres.

W. A. (Will) Storing, Treas.

OCCUPANT MAILERS  
COMPILERS — BROKERS

CA. 4-8893

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COLUMBUS 15, OHIO